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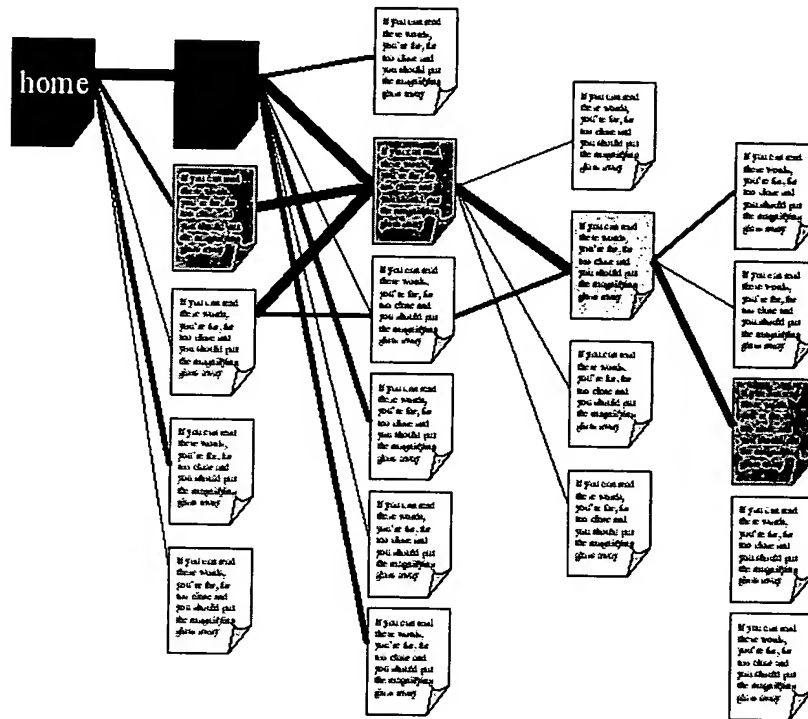


FIG. 1

Figure 10.10 A report like this would make it obvious that there should be a faster way to get from the home page to that fifth layer.

Back in the mid-1990s I remember seeing some tools that would map out the wanderings of groups and individuals but I hadn't seen anything like it until I came across VisVIP (<http://zing.ncsl.nist.gov/WebTools/VisVIP/overview.html>), created by the National Institute of Standards and Technology (NIST).

VisVIP allows the UE (usability engineer) to visualize the paths taken through the Web site by the subjects. This overview helps the UE to answer such questions as:

- Which parts of the Web site were used for the performance of a given task?
- Which parts were not used?
- How long did various subjects take to perform a task?
- How long did they take when visiting individual pages?
- How did subjects' paths compare with that of an expert?
- What is the overall linkage structure of the Web site?
- What patterns of navigational behavior did the subjects exhibit (e.g., re-visiting a home page, circling, etc.)?

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VisVIP presents a 3D visualization of subjects' navigational path data through the Web site. It automatically lays out a 2D graph of the Web site. Each node of the graph represents a Web page, and edges represent links between pages. Nodes are color-coded by type: blue for HTML, purple for directories, green for images, and so on. Because URLs tend to be long, a briefer nickname is generated for each page. The UE has several options to simplify the graph: nodes of a given type, or those not on or near a userpath, can be suppressed. Also, if a graph is highly interconnected, the UE can specify that the site be pictured as a tree emanating from a selected root node.

Once a satisfactory graph of the Web site has been obtained, the UE can select which user-paths to display. These paths are represented as spline curves, resting on the plane of the Web site graph [see Figure 10.11]. The time spent at each page is depicted as a dotted vertical line with its base at the appropriate node. Curvy vertical arrows into and out of the plane mark the beginning and end of each user path. Each user is assigned a unique color, so that several paths can be shown at once.

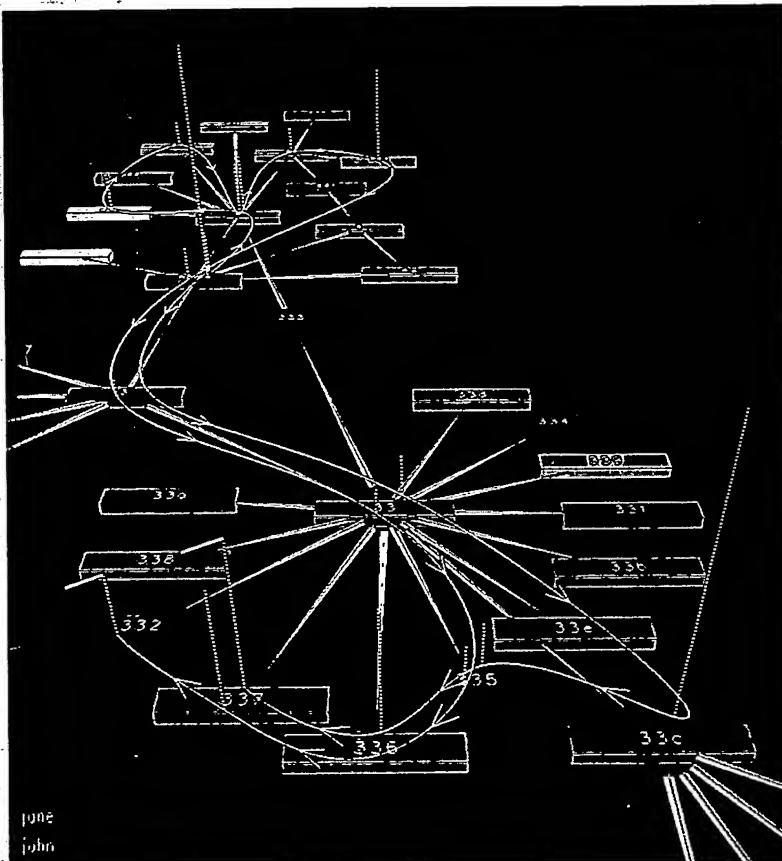


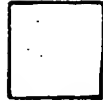
FIG. 2

Figure 10.11 A VisVIP plot gives the site developer visual insight about the type of wandering people do on a site.

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LEVEL

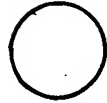
①



HOME PAGE
PORTAL ENTRANCE



②



③



④



back arrow
or Specialty
link



TERMINATE

EXIT (E)



BUY
TARGET
or

Specialty Button

FIG. 3A

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GENERAL SITE REPRESENTATIVE A/C

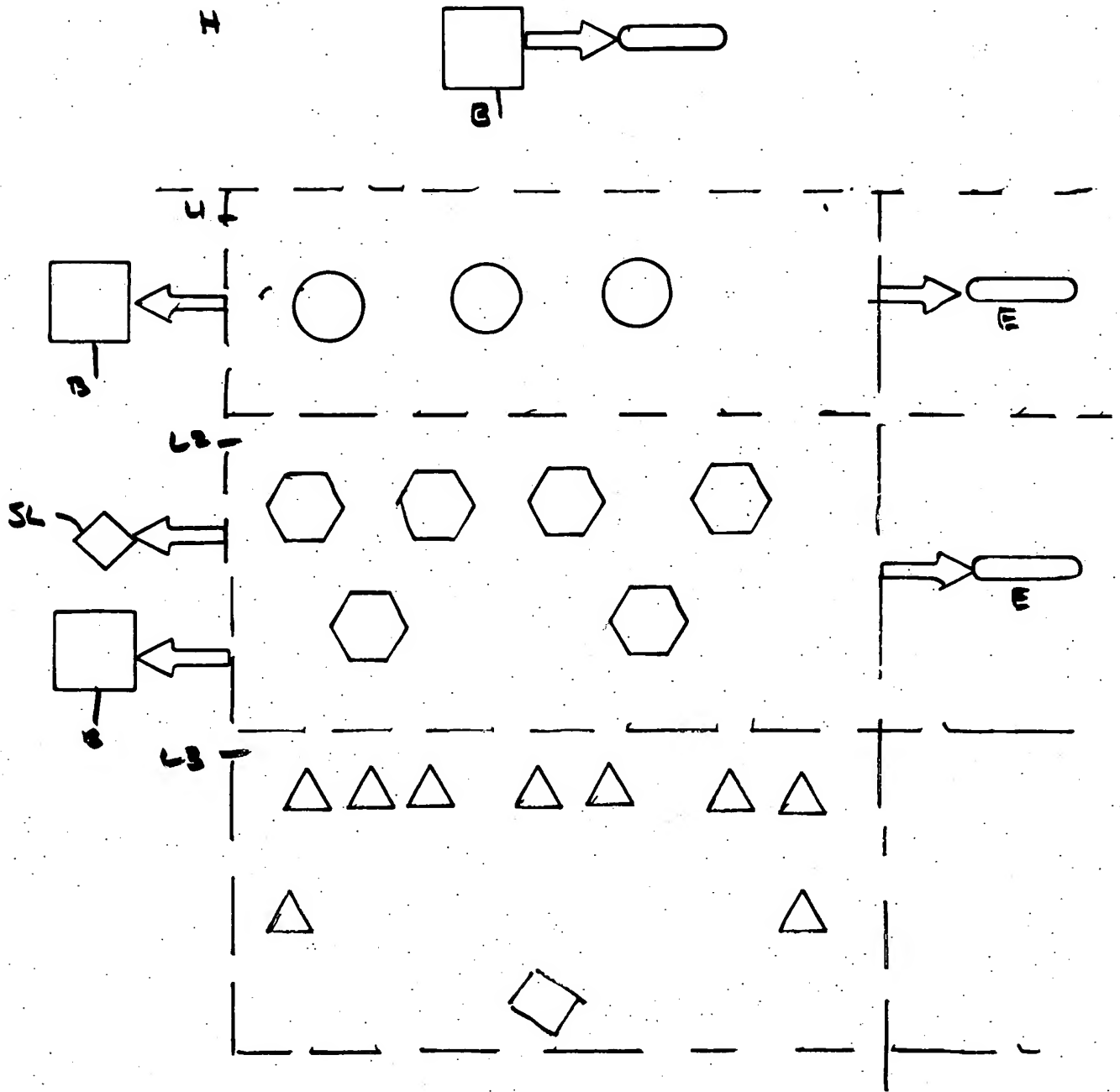


FIG. 3B

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GENERAL SITE REPRESENTATIVE ARC

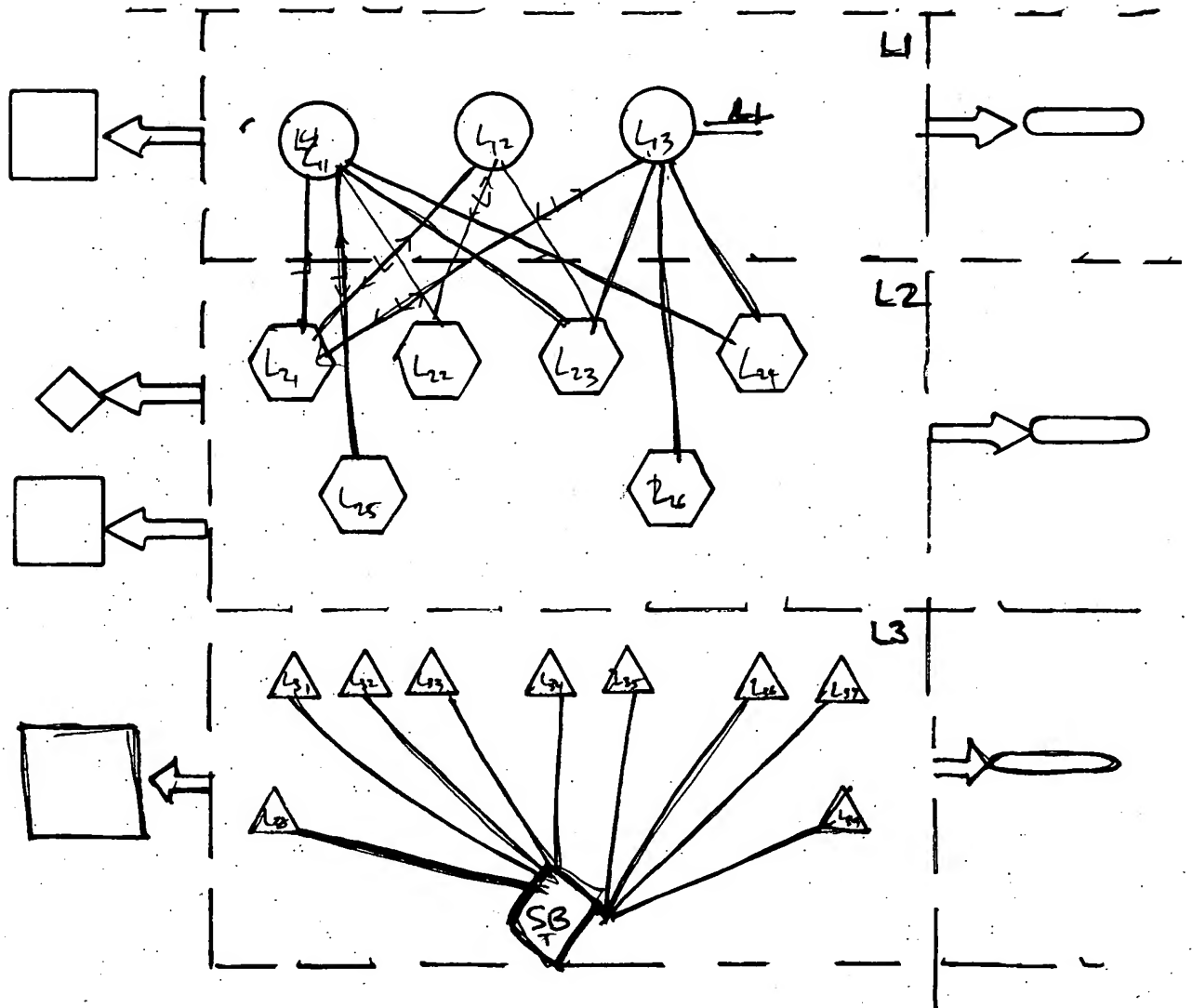
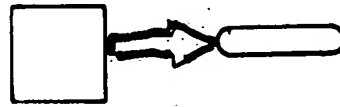


FIG. ~~3B~~
3C

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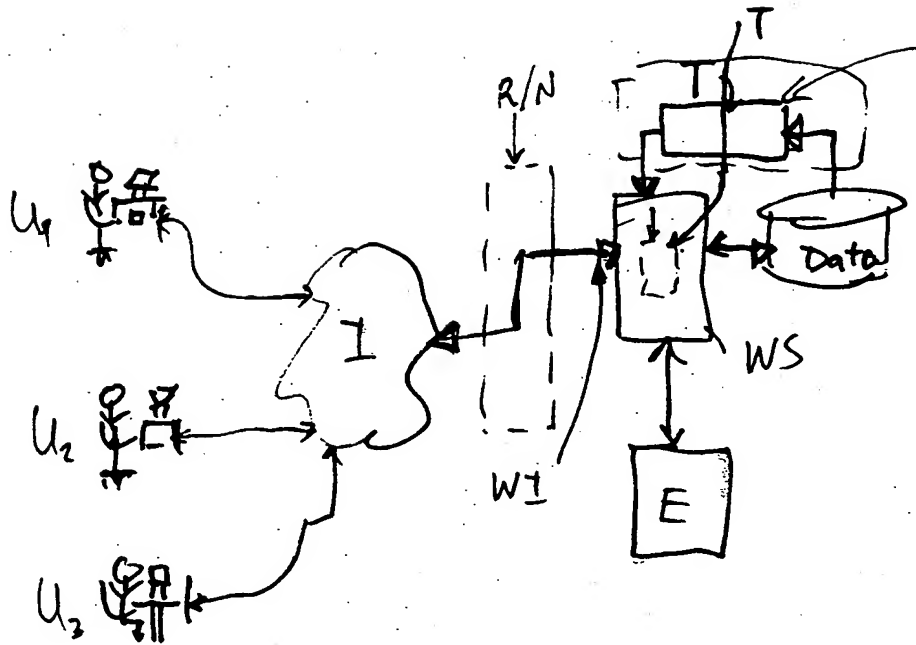


FIG. 4A

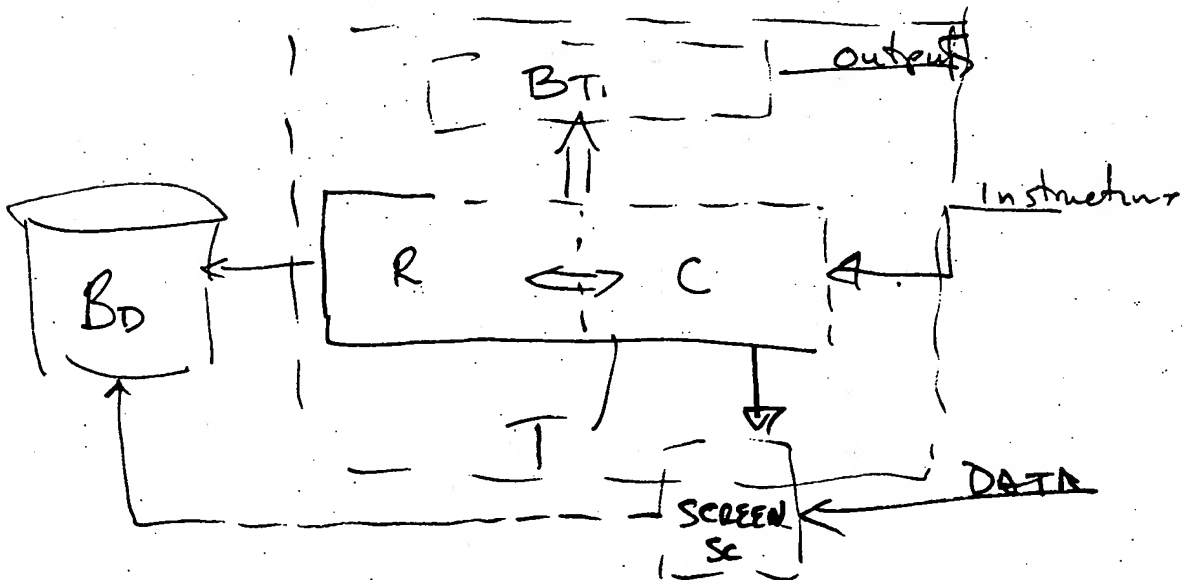


FIG. 4B

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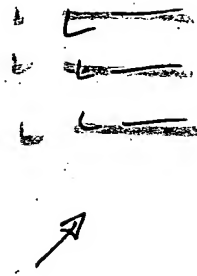
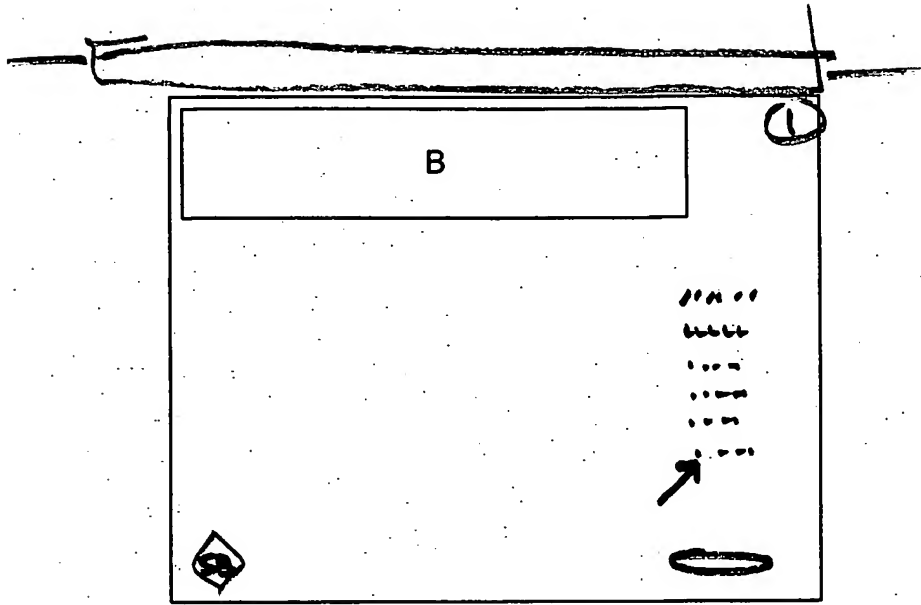
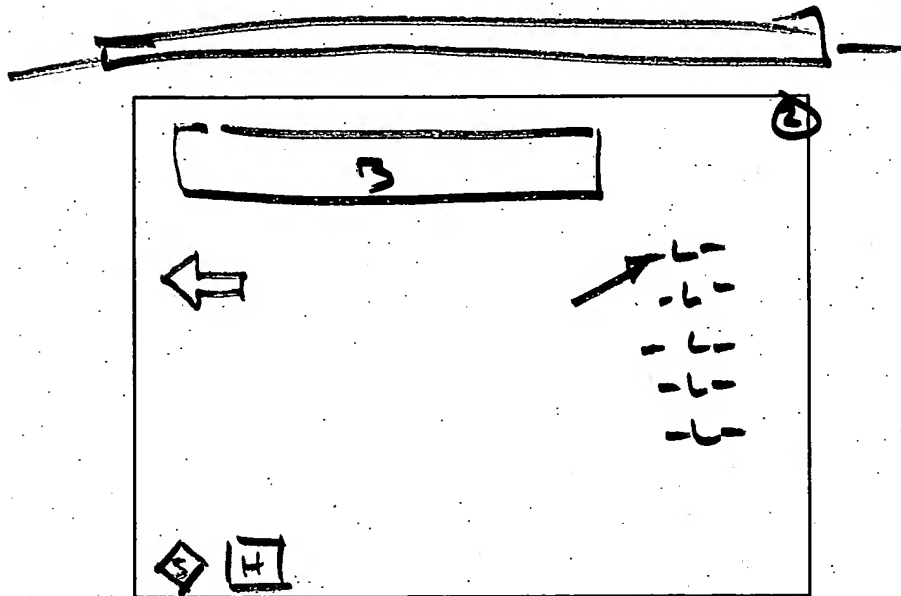


FIG. 5A



t_{x1}

FIG. 5B

t_{x2}

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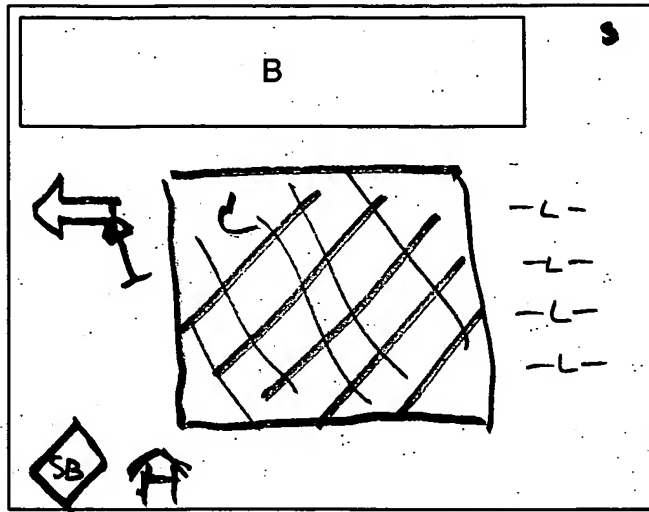


FIG. 5C

→ t_{rs}

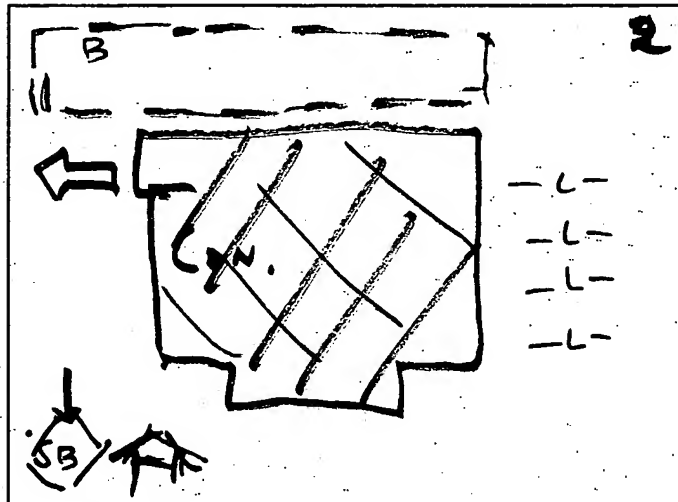


FIG. 5D

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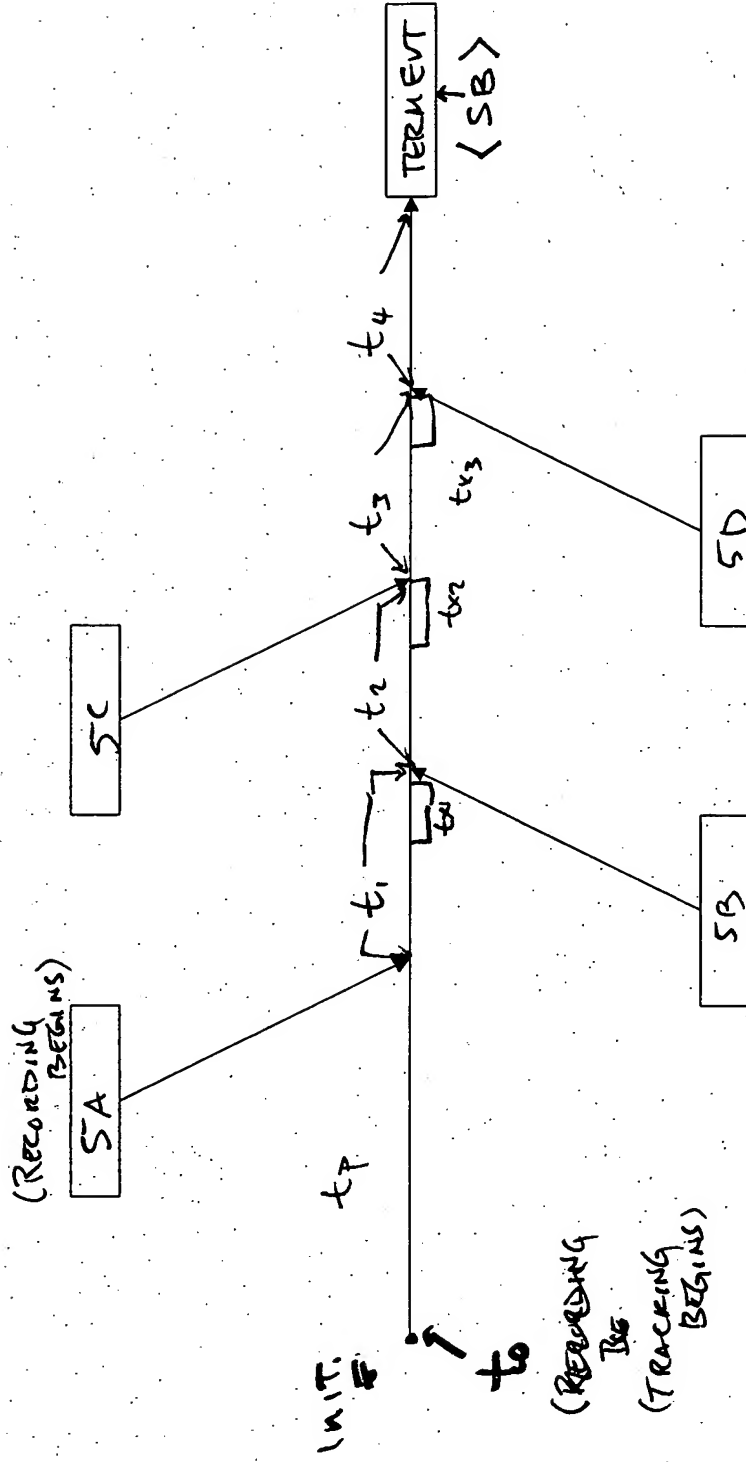


FIG. 6

FIG. 6

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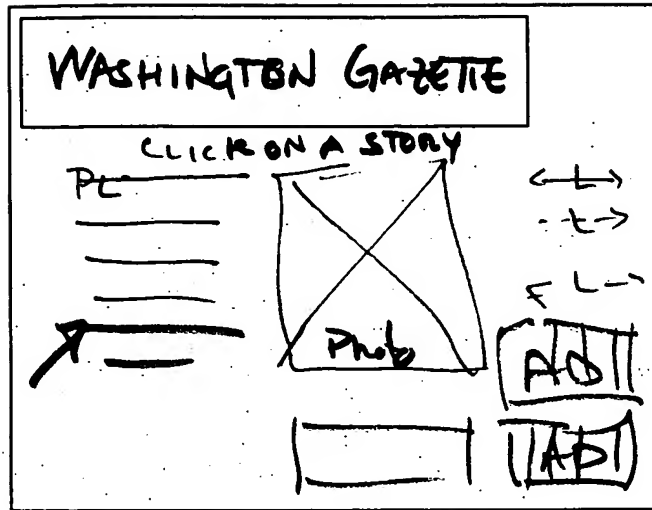


FIG. 7A

IN ORDER TO READ THIS STORY
PLEASE ENTER THE FOLLOWING
INFO:

ZIP:

DOB:

PREVIOUS VISIT:

YOUR INFORMATION WILL ONLY
BE USED TO IMPROVE OUR SITE

FIG. 7B

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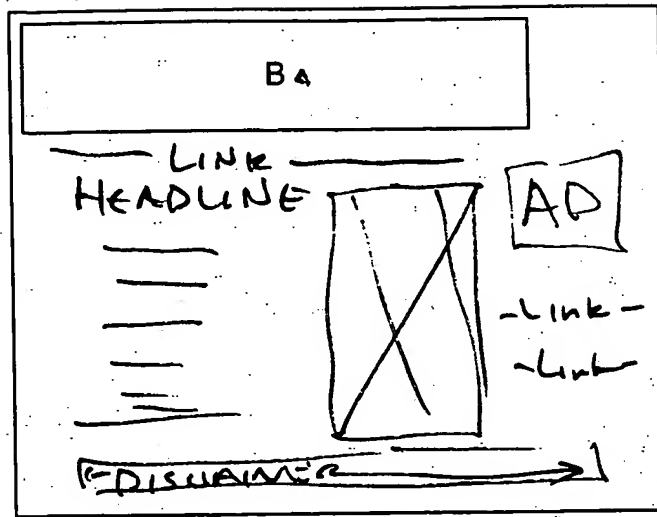
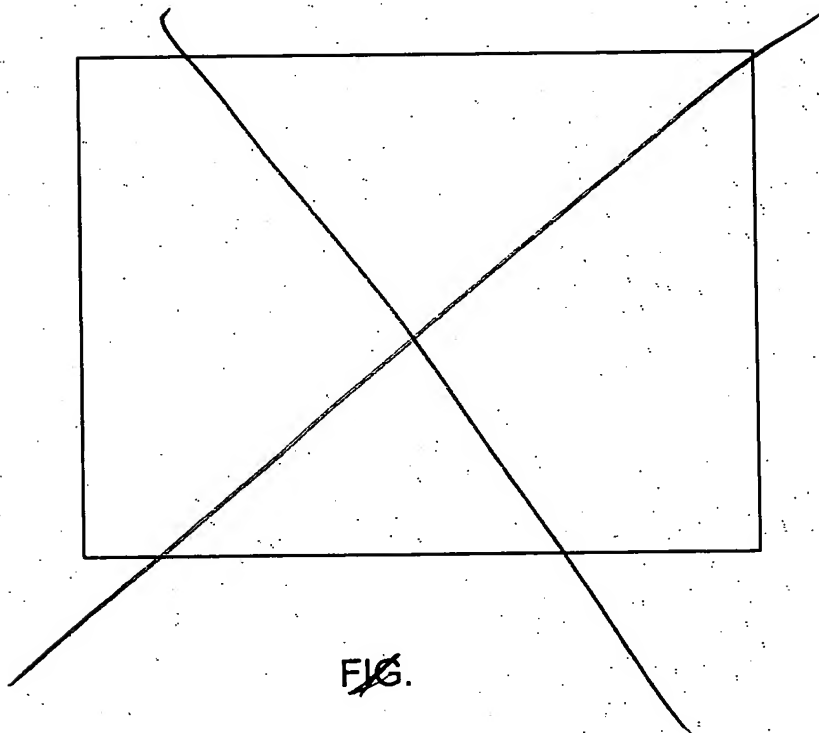


FIG. 7c



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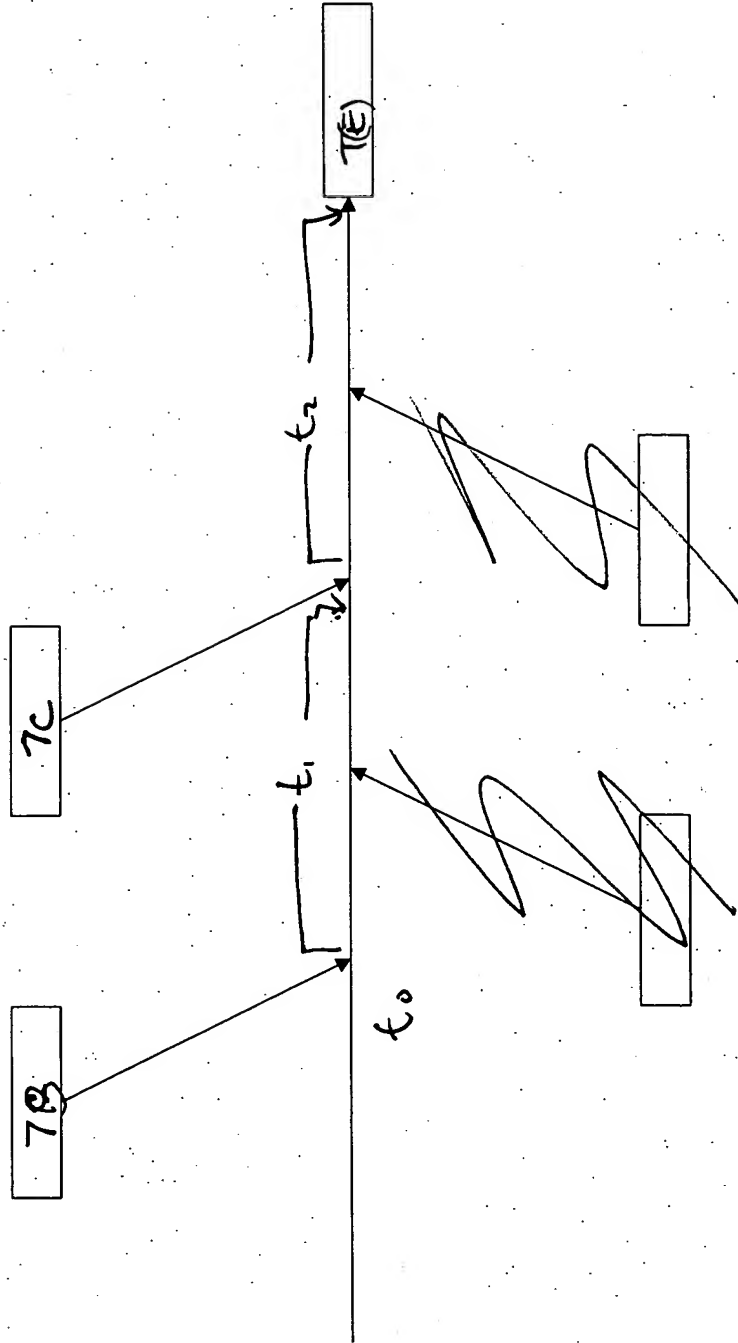


FIG. 7B

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		(AGE) (ZIP)																TE					
INDEX		I				L		t ₁		L		t ₂		L		t ₃		L		t ₄			
01		10038		35				2 5		6 3												→ 2	
02		10725		54				1 7		2 6		3 7		4 9		5 27							
03		20008		39				3 55												→ 17			
→ 04		97533		13																			
</																							

FIG. 8A

FIG. 8A

Index Info			Total time	TE overall category ↓
Index		L ₁ L ₂ L ₃	total	TE
37	YB, R	_____→	27	Sale
↓	↓			Exit
				Extot
				SB
				SG
				Sales
				(2)

FIG. 8B

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<http://www.VRBIA.com/L12>

P_{TE}

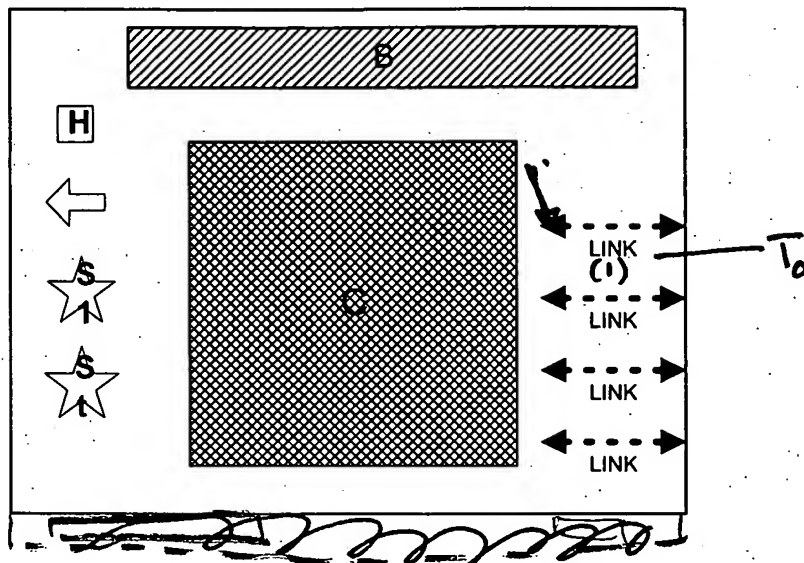


FIG. 9A

<http://www.VRBIA.com/L12/L23>

P_{R1}

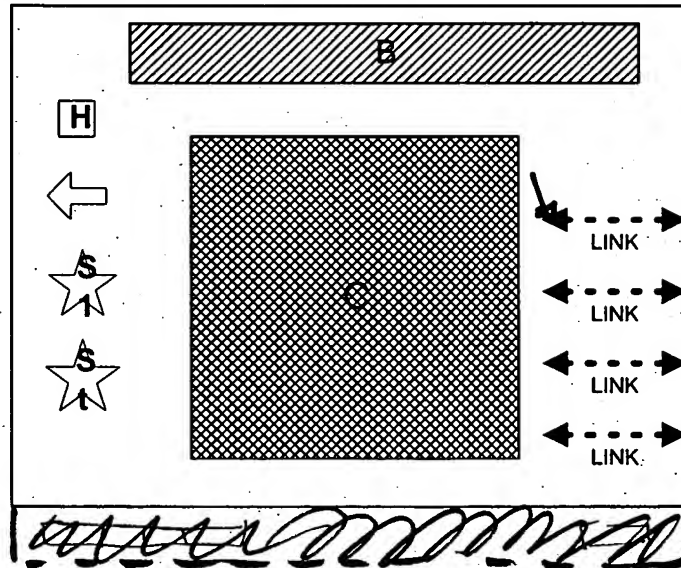


FIG. 9B

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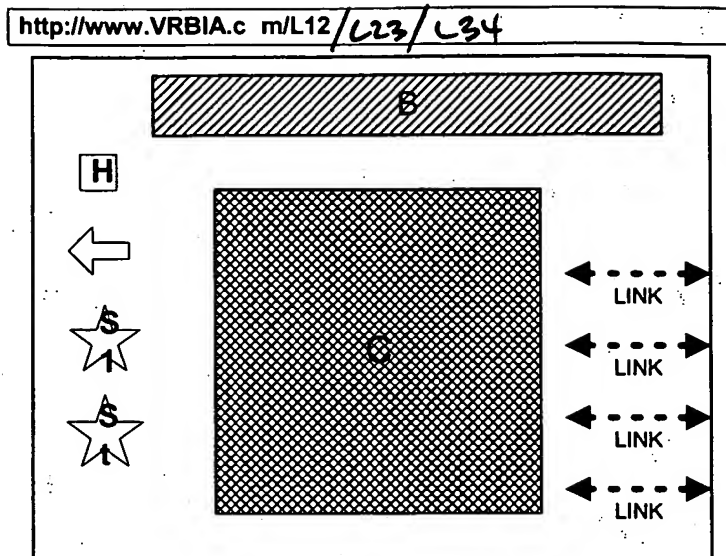


FIG. 9C

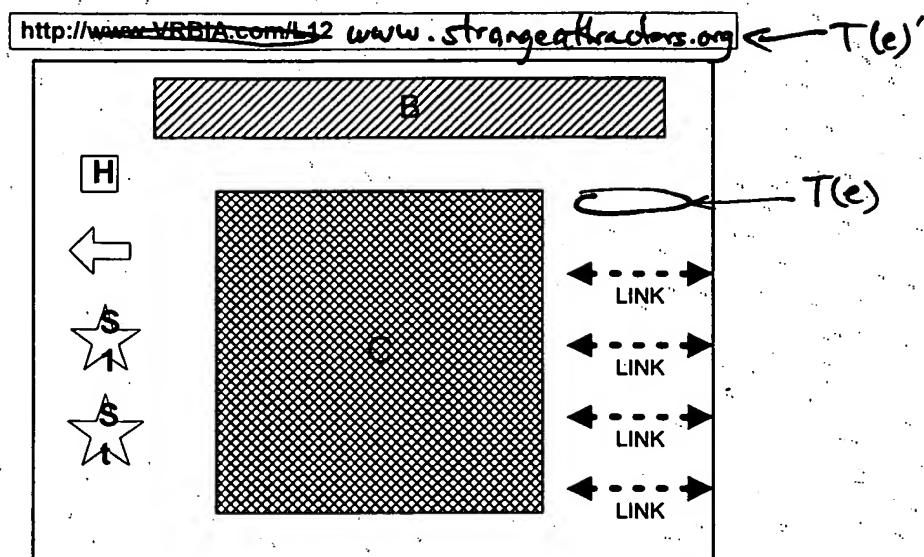
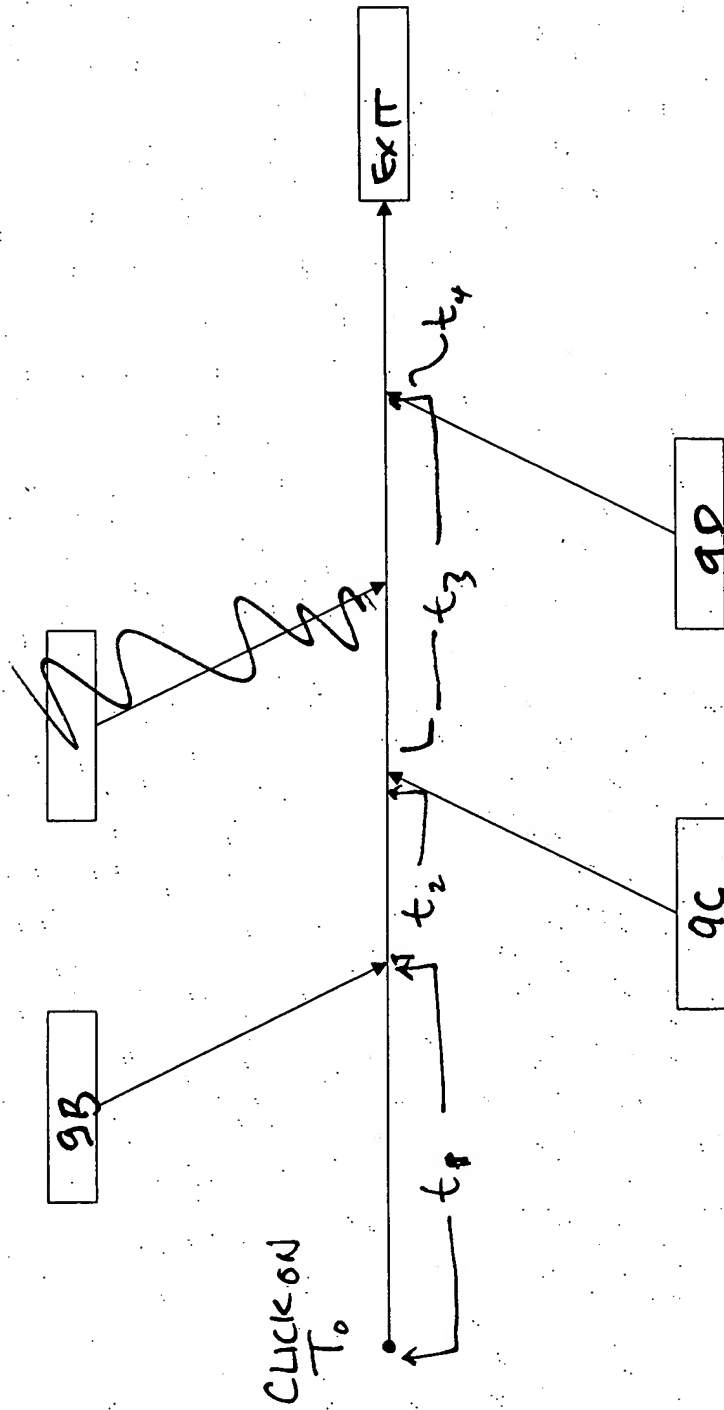


FIG. 9D

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~~qE~~ qE

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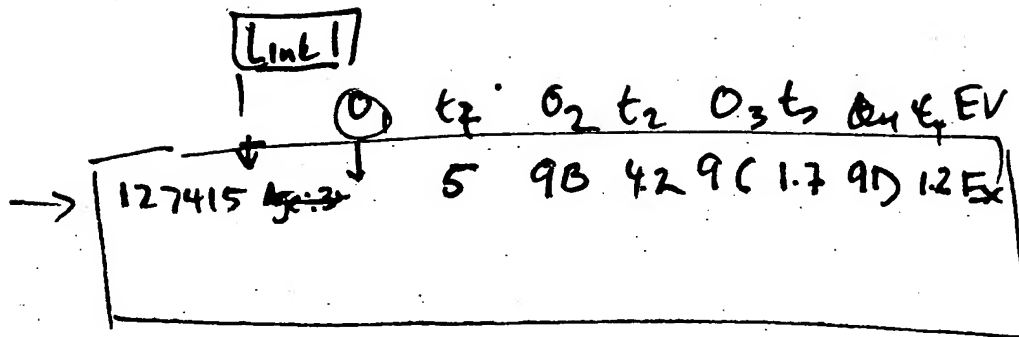


FIG. 9F

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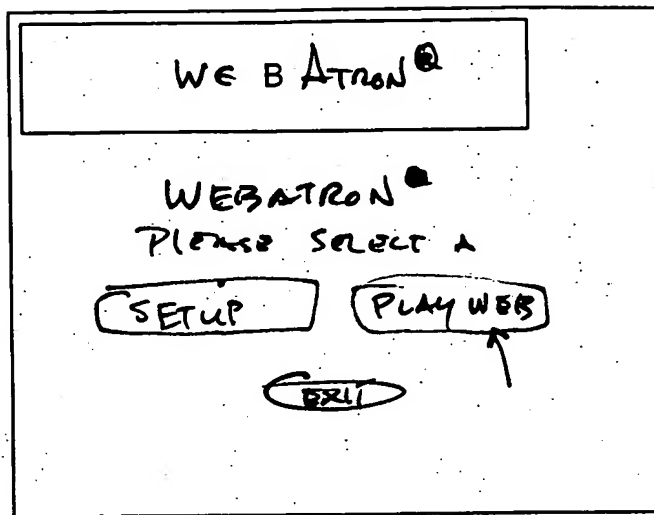


FIG. 10A

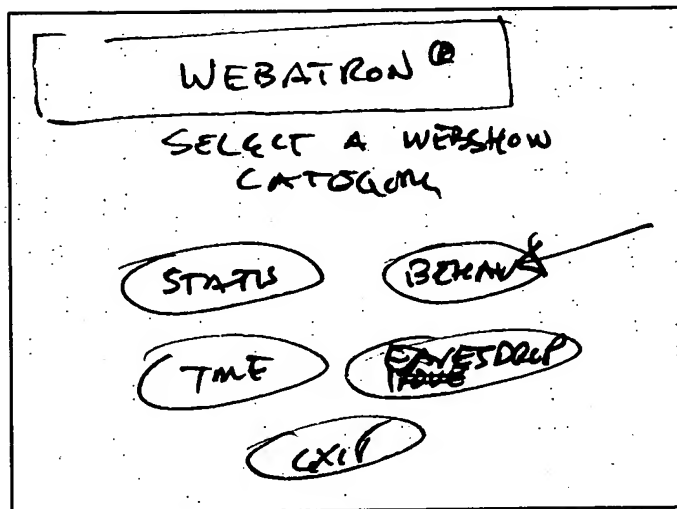


FIG. 10B

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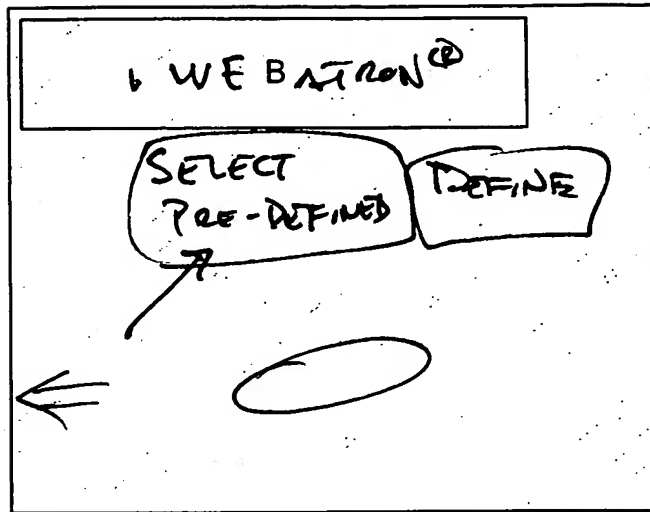


FIG. 10C

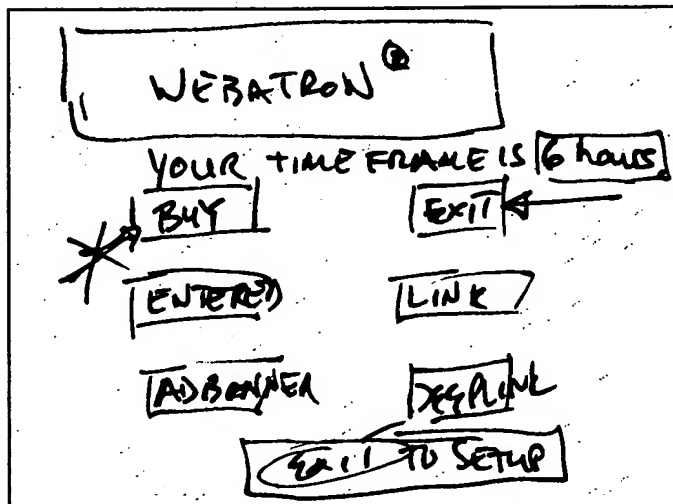


FIG. 10D

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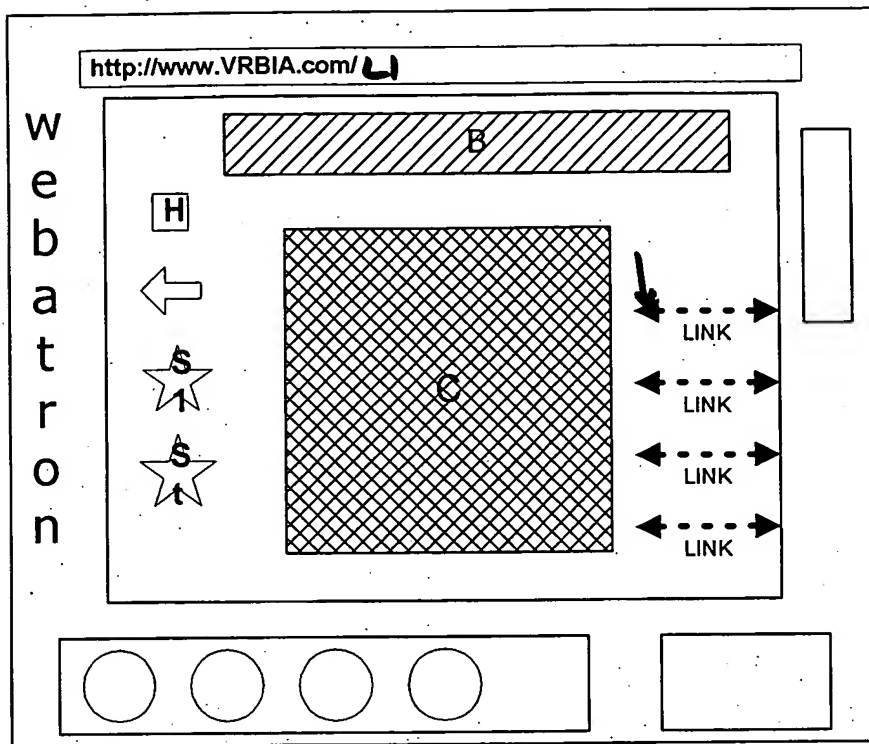


FIG. 10F

$t_1 = \times \text{sec.}$

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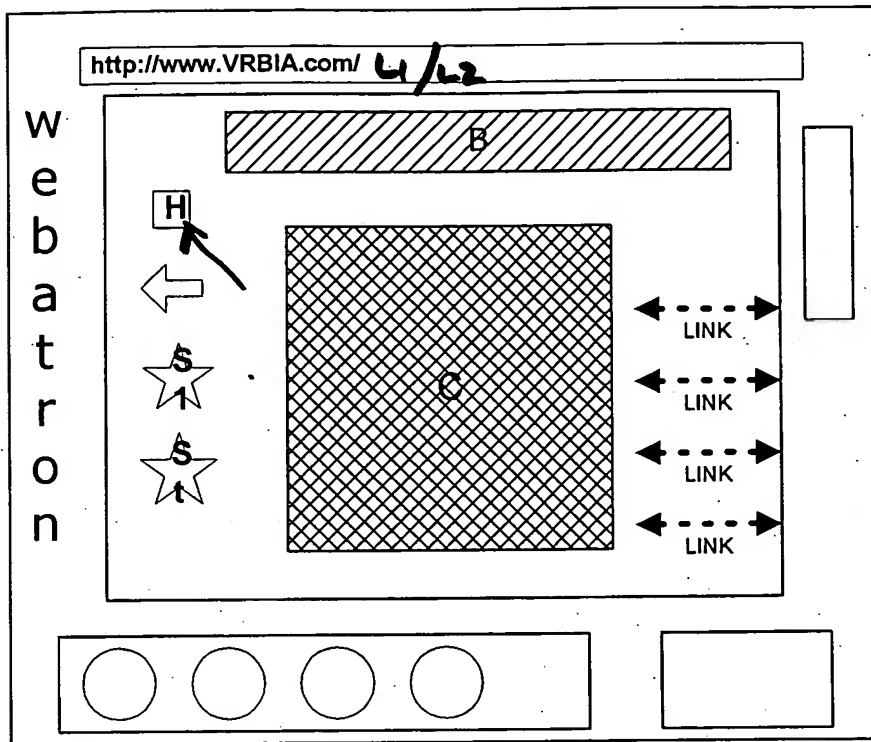


FIG. 10F

$$t_2 = 7 \text{ sec}$$

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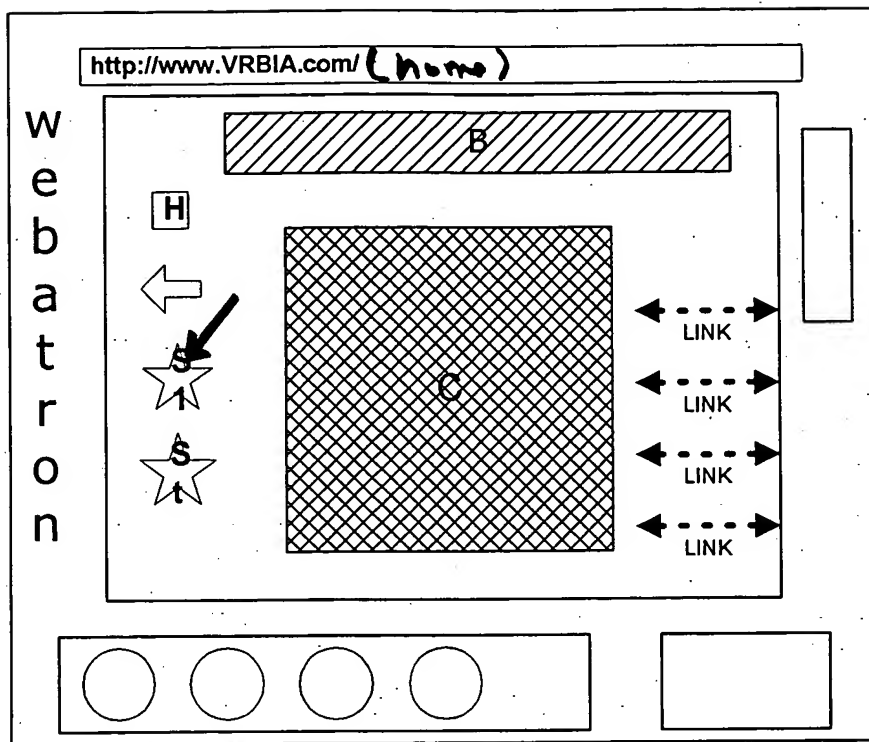


FIG. 10G

$$t_3 = 2$$

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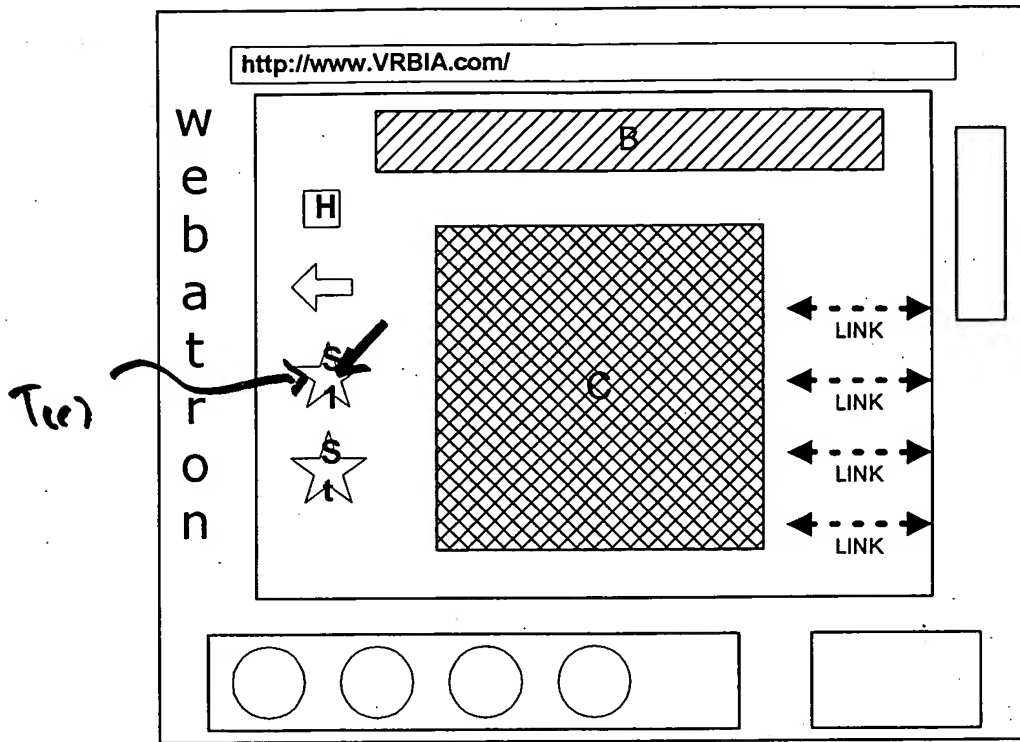


FIG. #104

($t_4 = A$)

target event

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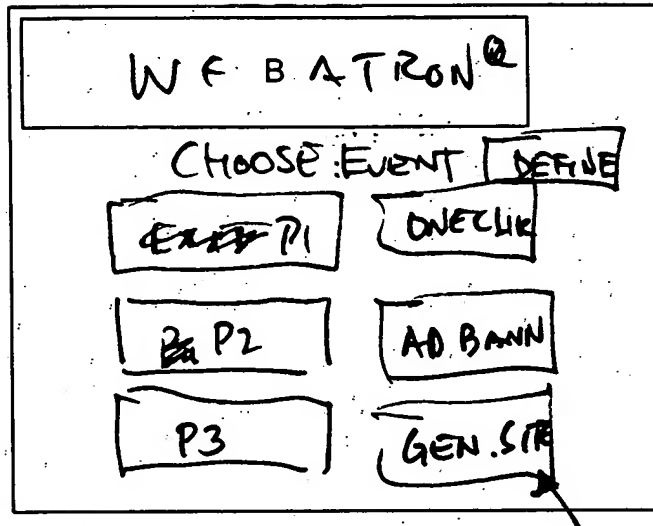


FIG. 11 A

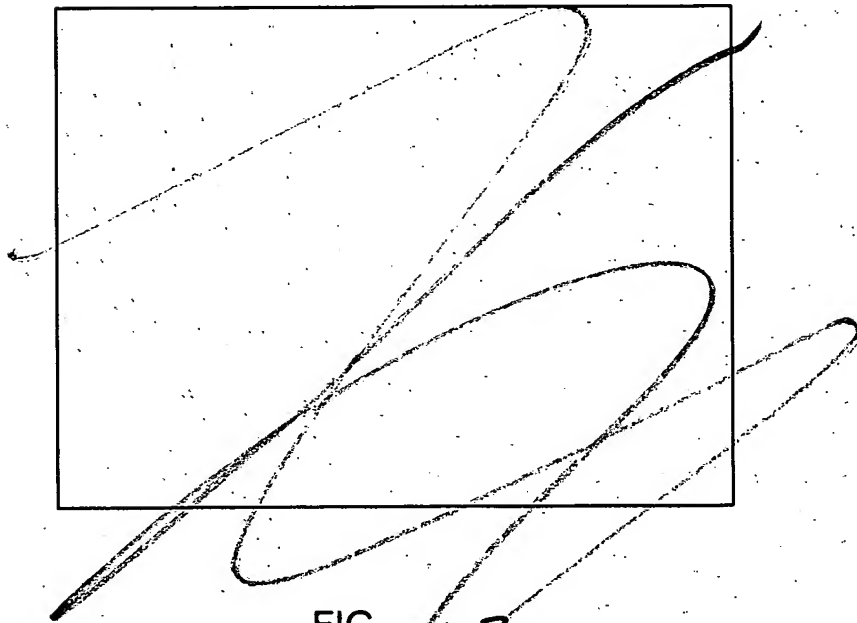
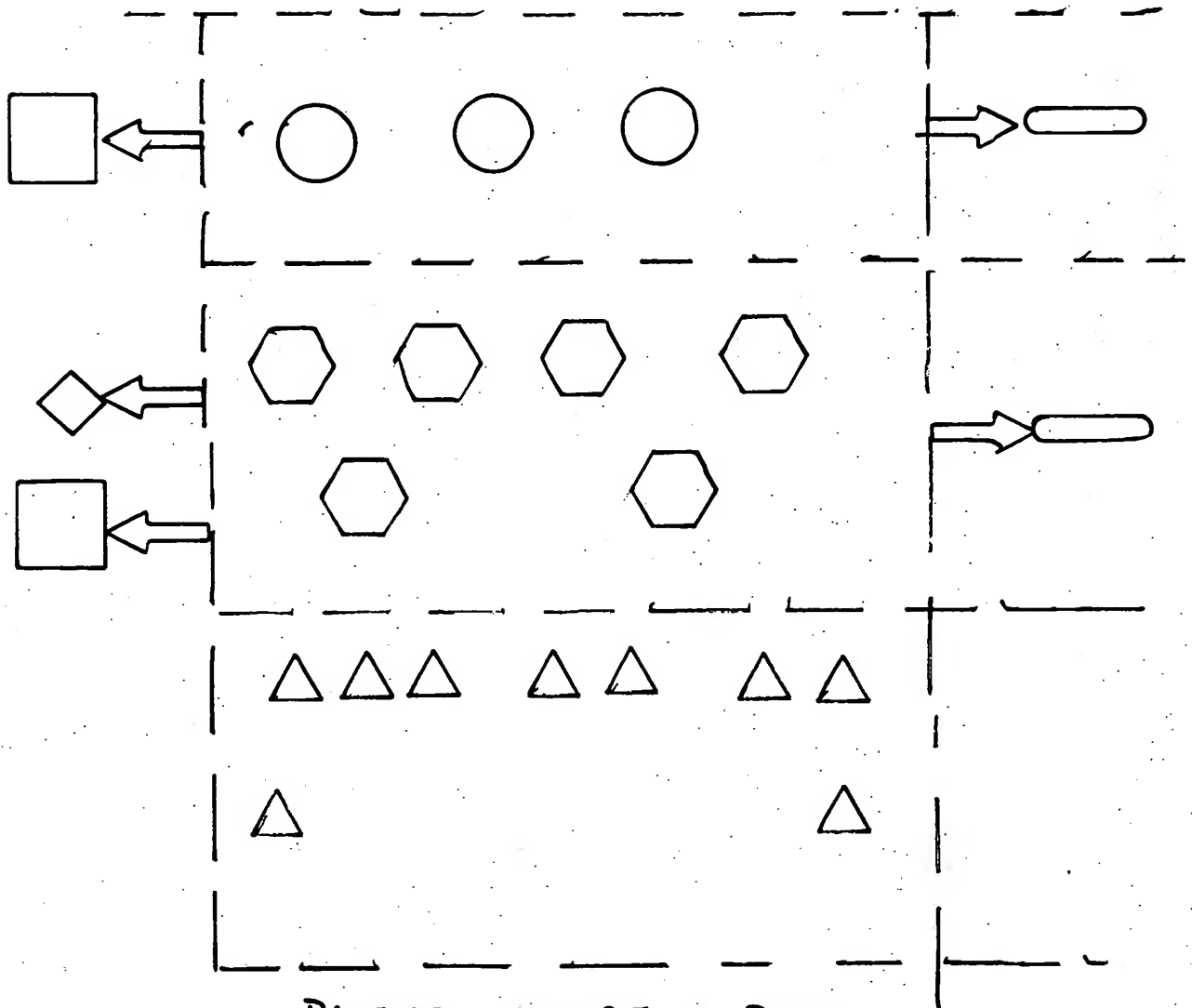
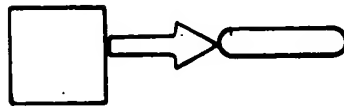


FIG. 11 B

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GENERAL SITE REPRESENTATIVE A/C



PLEASE CHOOSE A PAGE
11 B

FIG. ~~30~~

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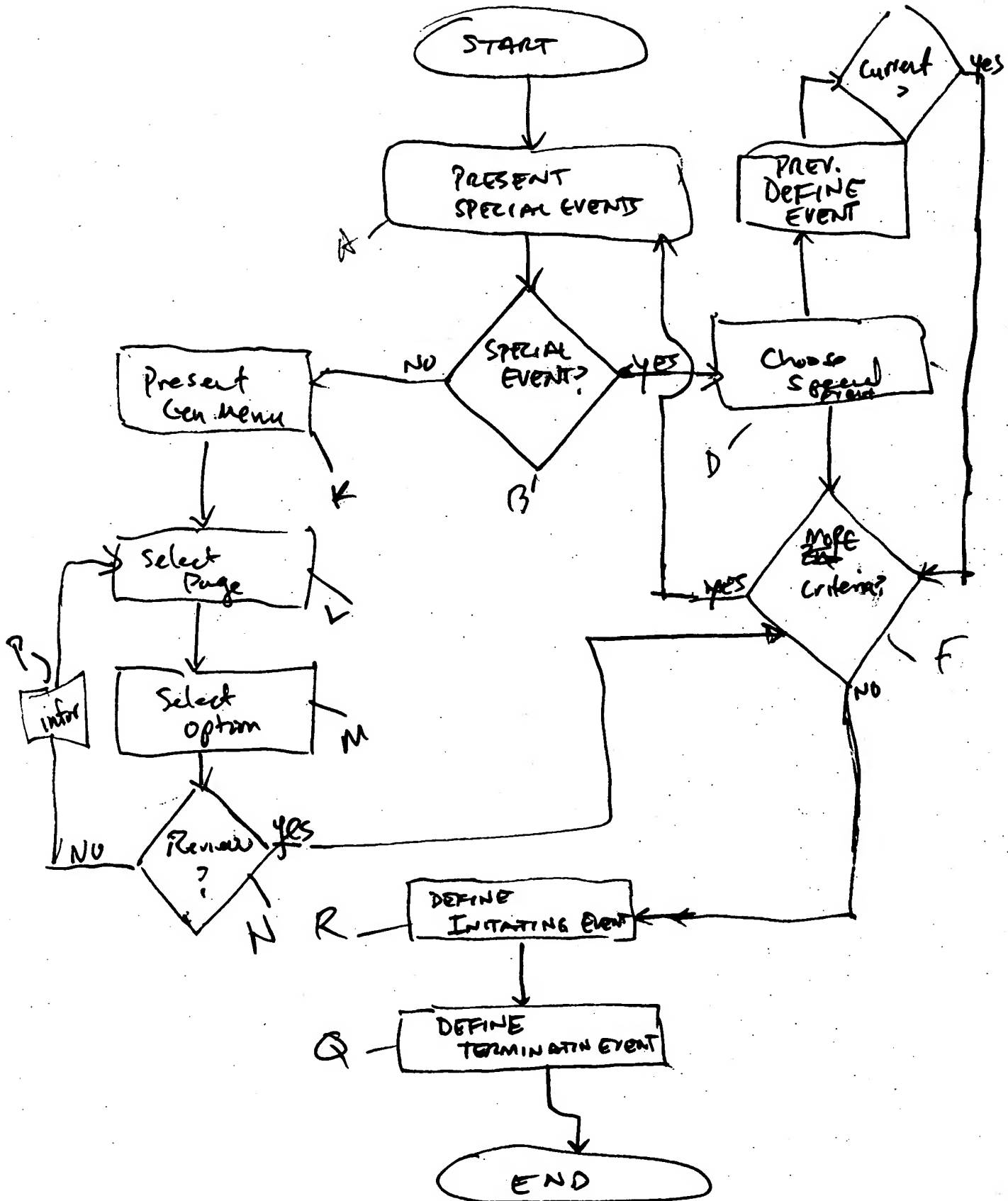


FIG 11C
TARGET BEHAVIOR DEFINED

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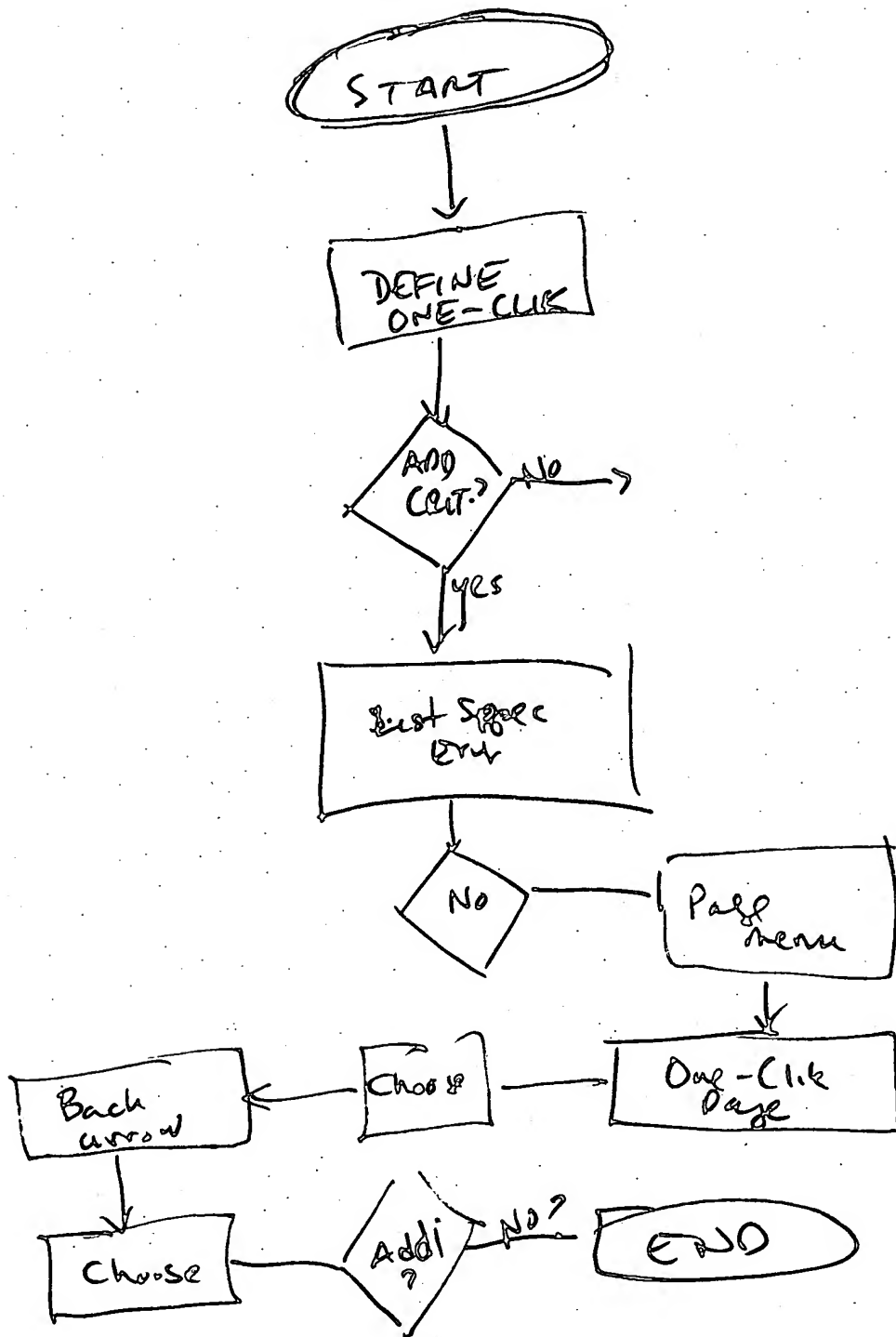


FIG. 11 D

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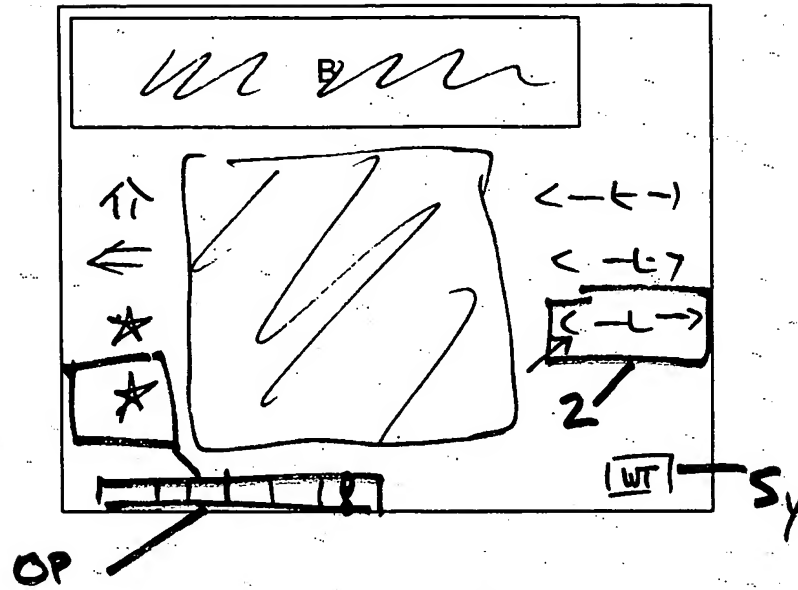


FIG. ~~12A~~ 12A

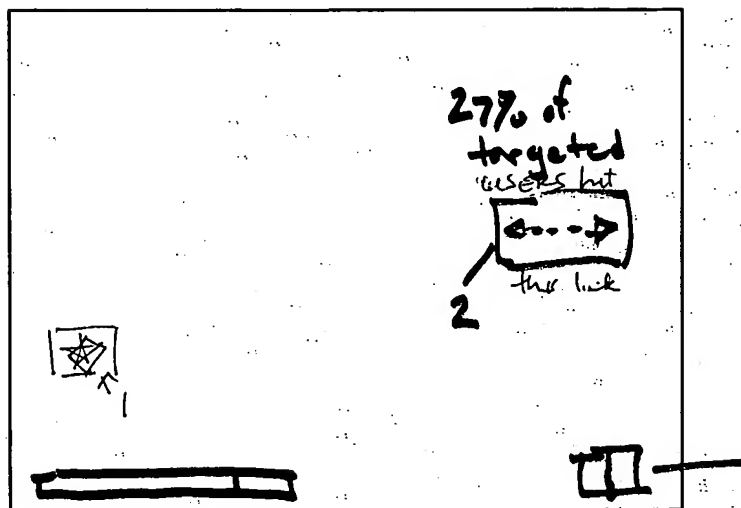


FIG. ~~12B~~ 12B

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B

Do you wish
to follow 1 or 2?
or present both
in order

2

1

2

St

FIG. ~~HE~~ 12C

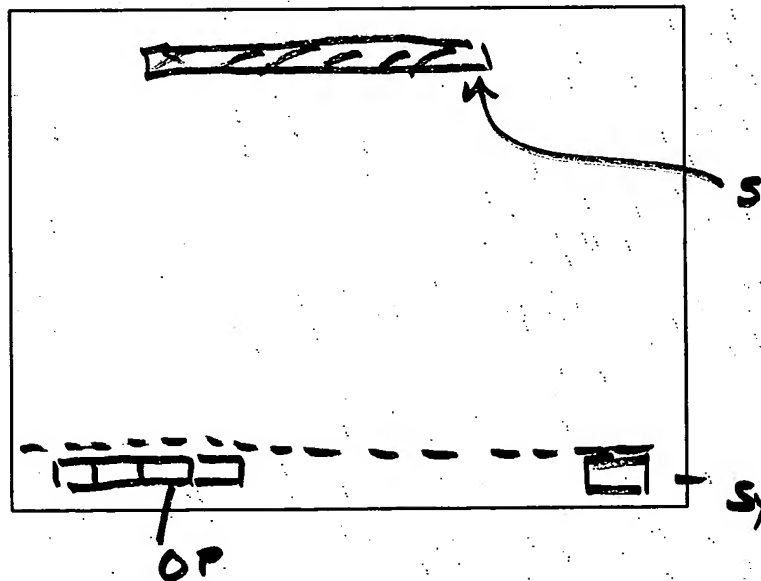


FIG. ~~10~~ 12D

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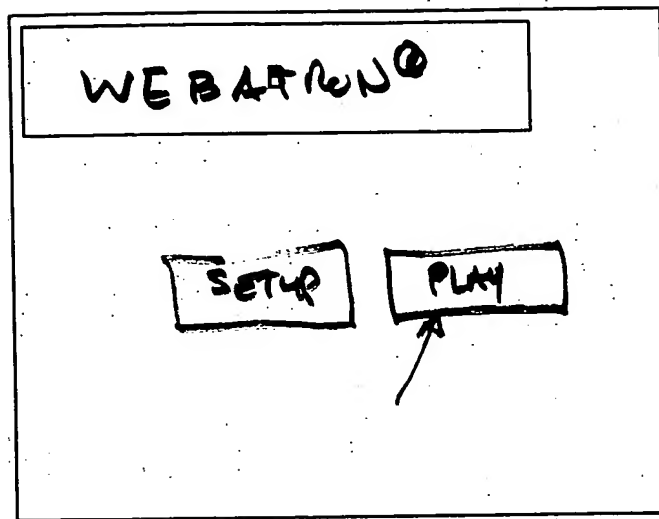


FIG. ~~12A~~ 13A

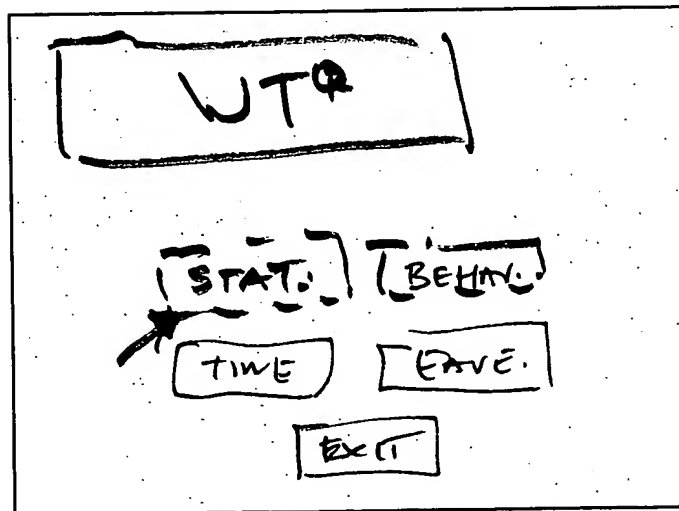


FIG. ~~12B~~ 13B

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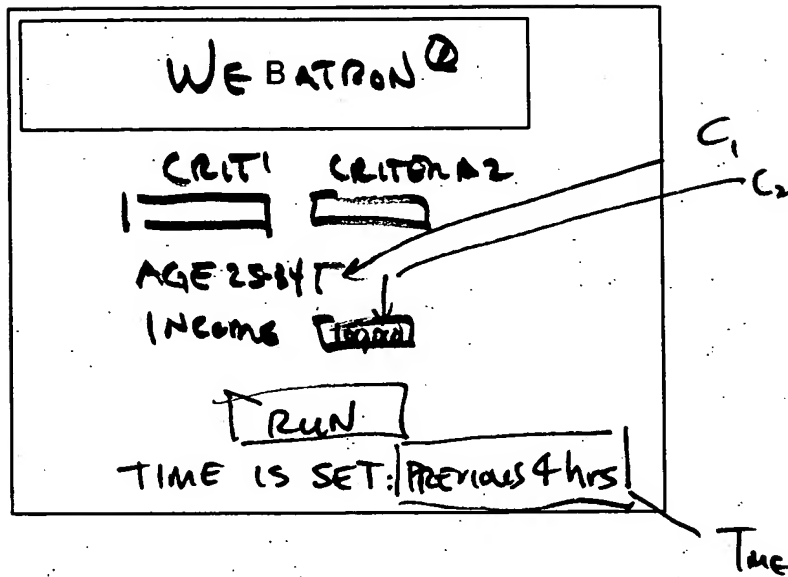


FIG. ~~12B~~ 13C

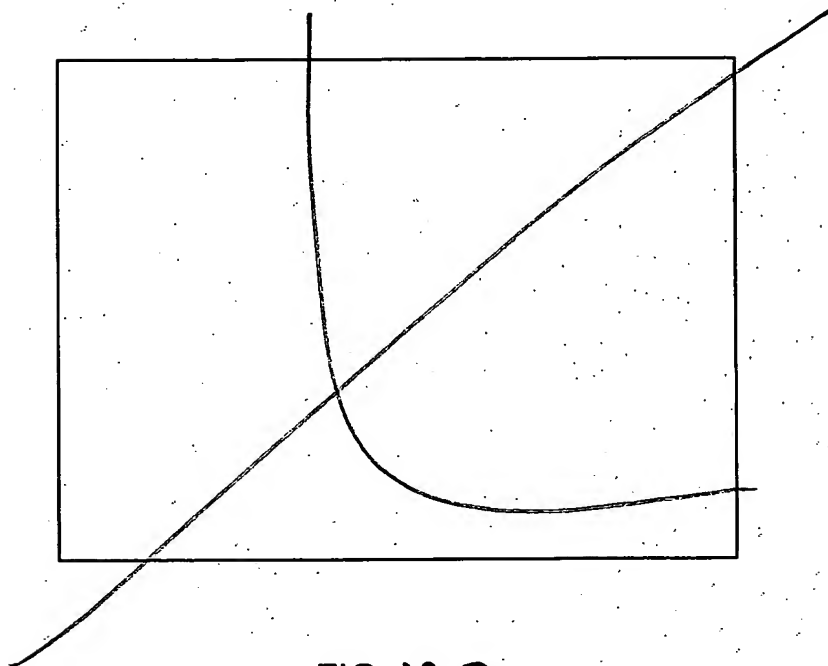


FIG. 12D

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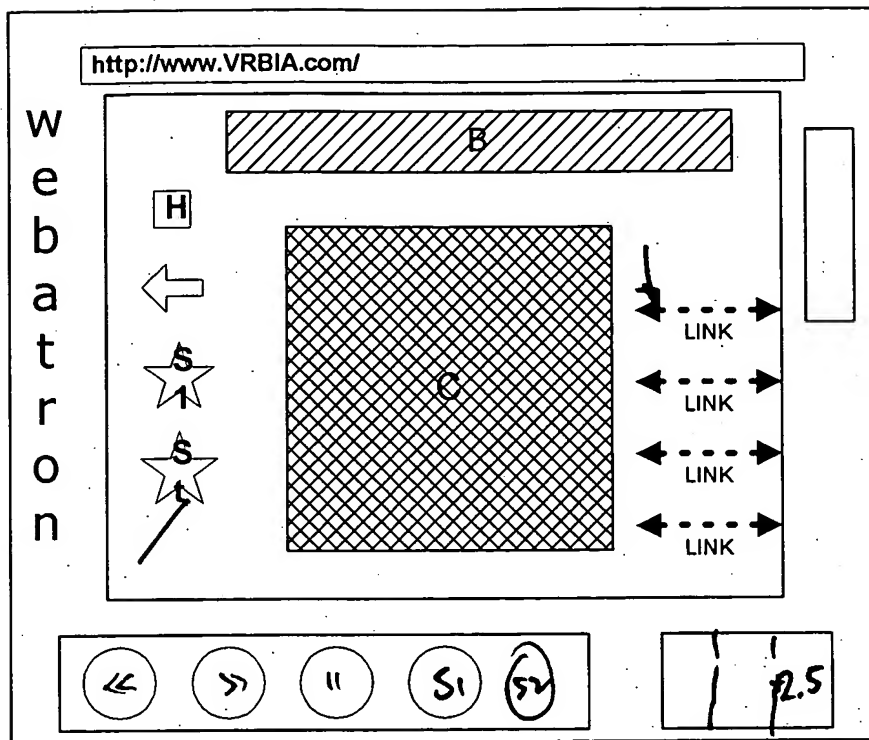


FIG. 14A ($t_{ime} = t_a$)

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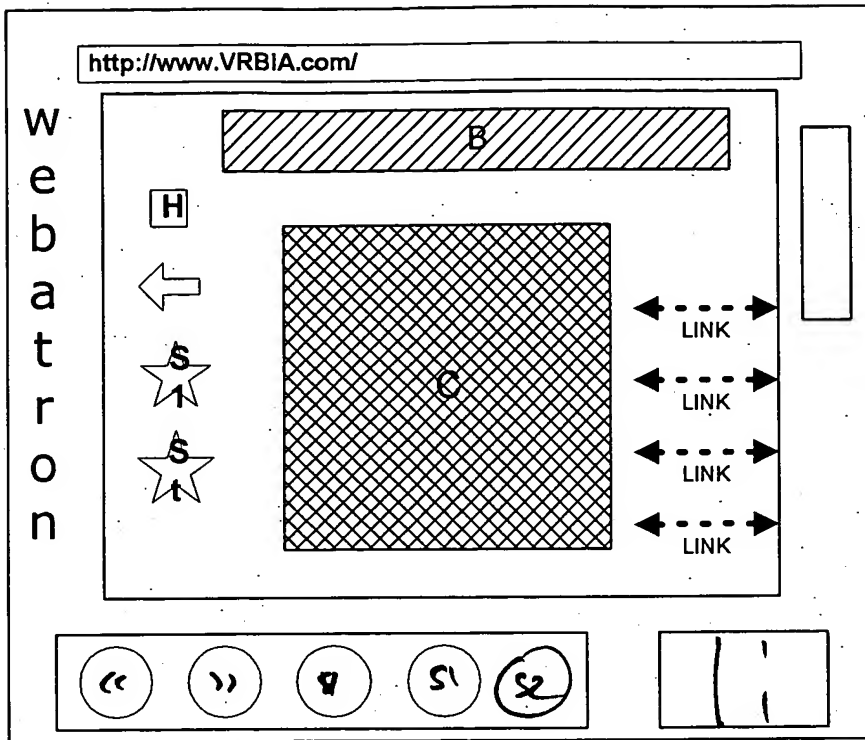


FIG. 143

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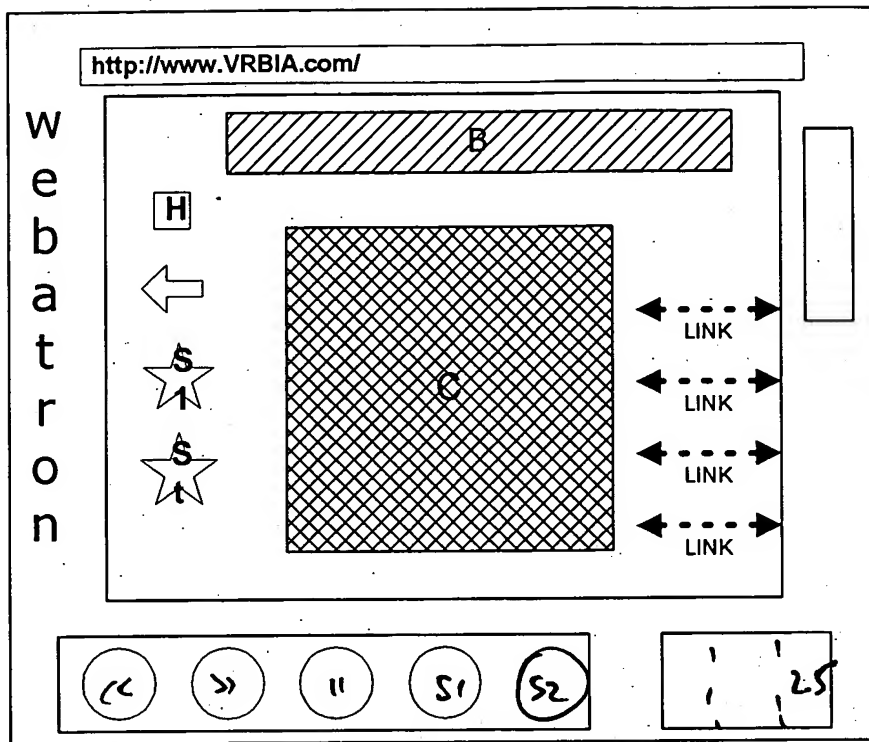


FIG. 14C

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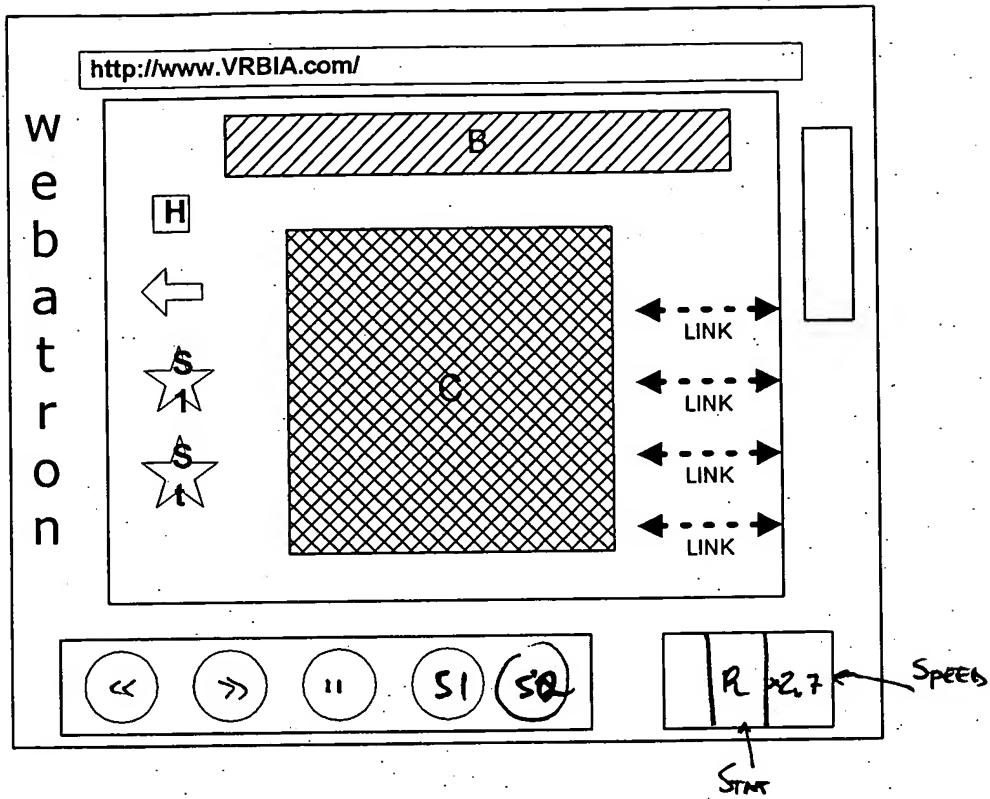


FIG. 14D

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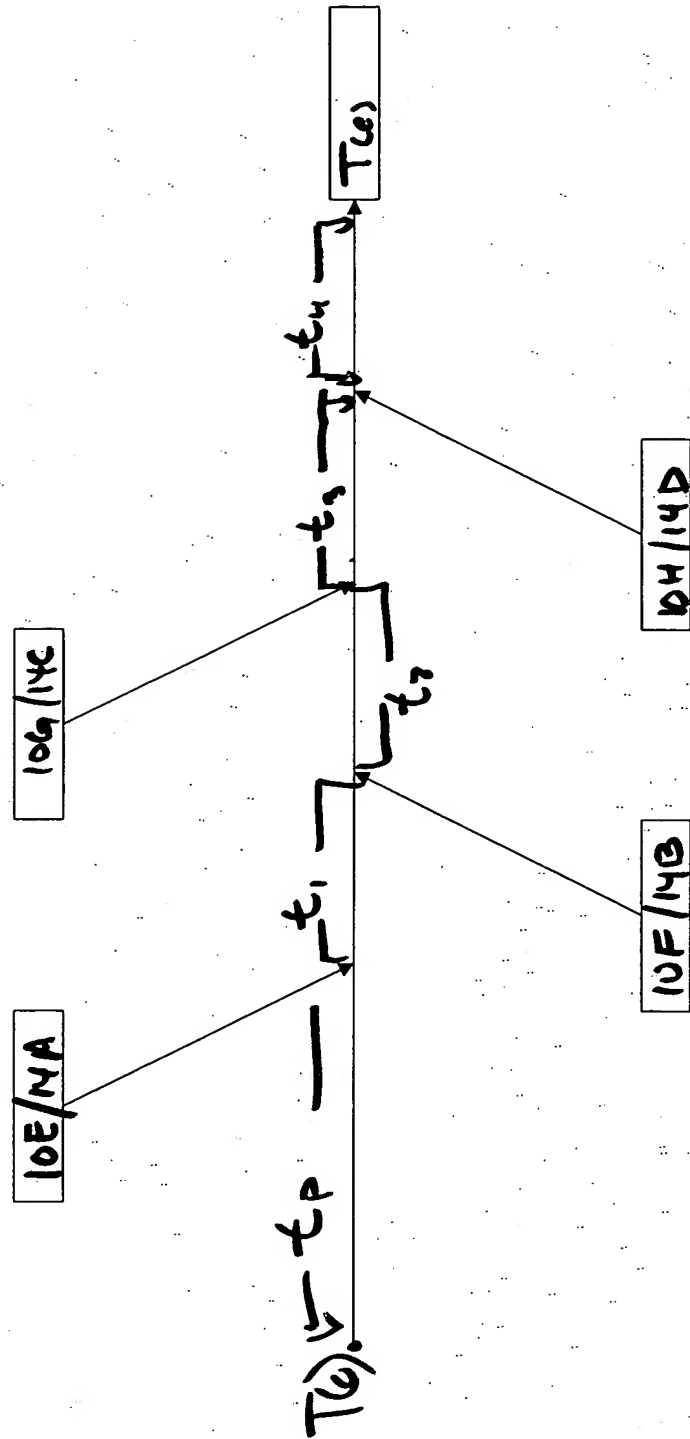


FIG 15

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B

TIME RANGE

ADD

FIG. 16

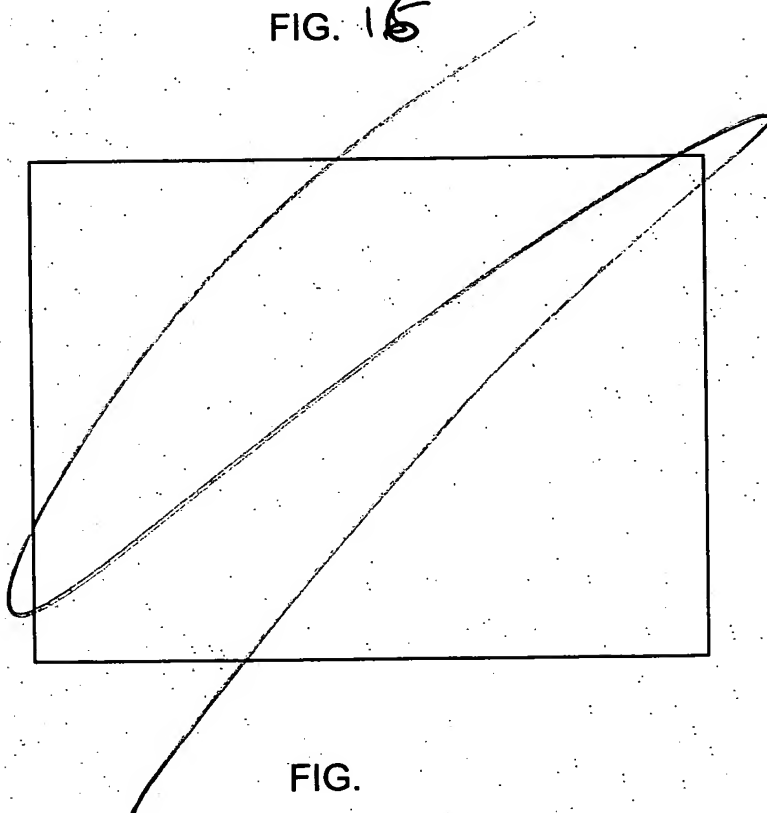


FIG.

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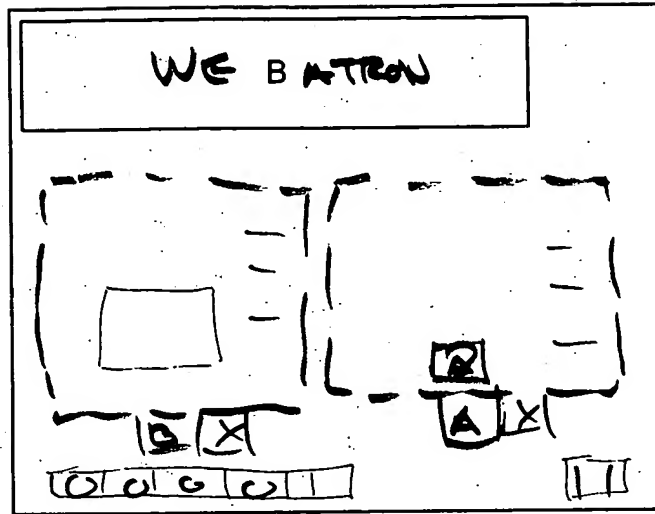


FIG. 17A

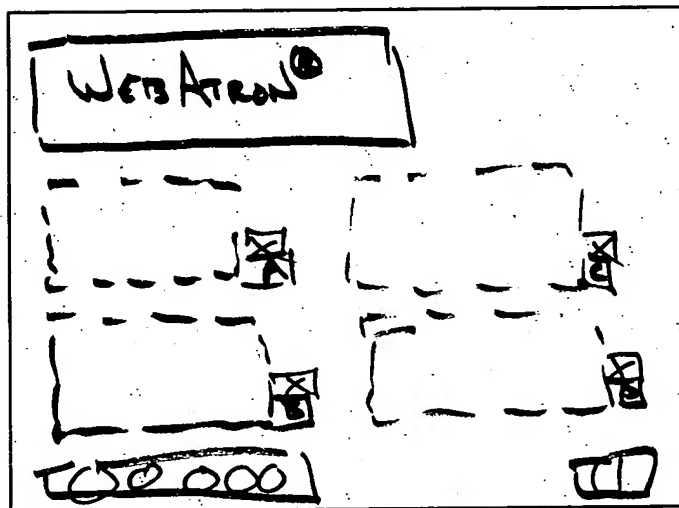


FIG. 17B

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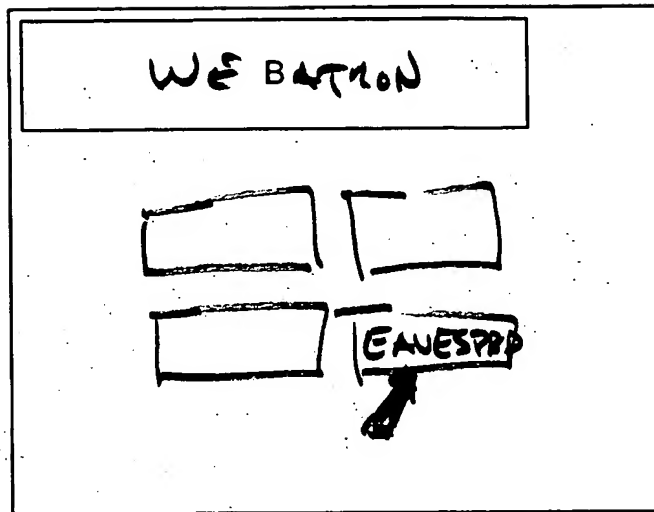


FIG. ~~18A~~ 18A

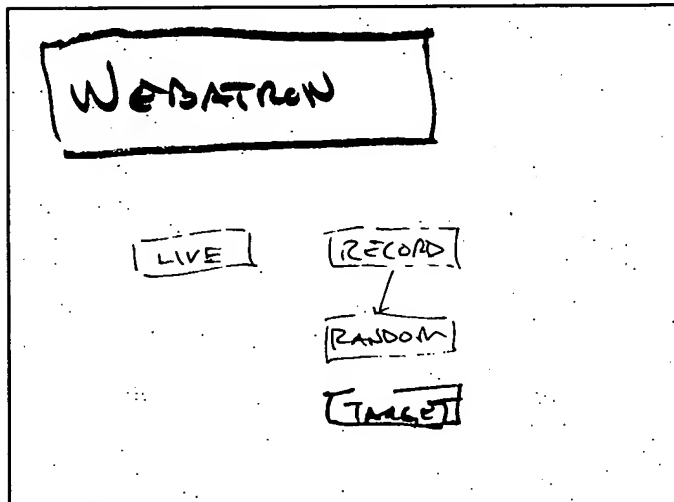


FIG. ~~18B~~ 18B

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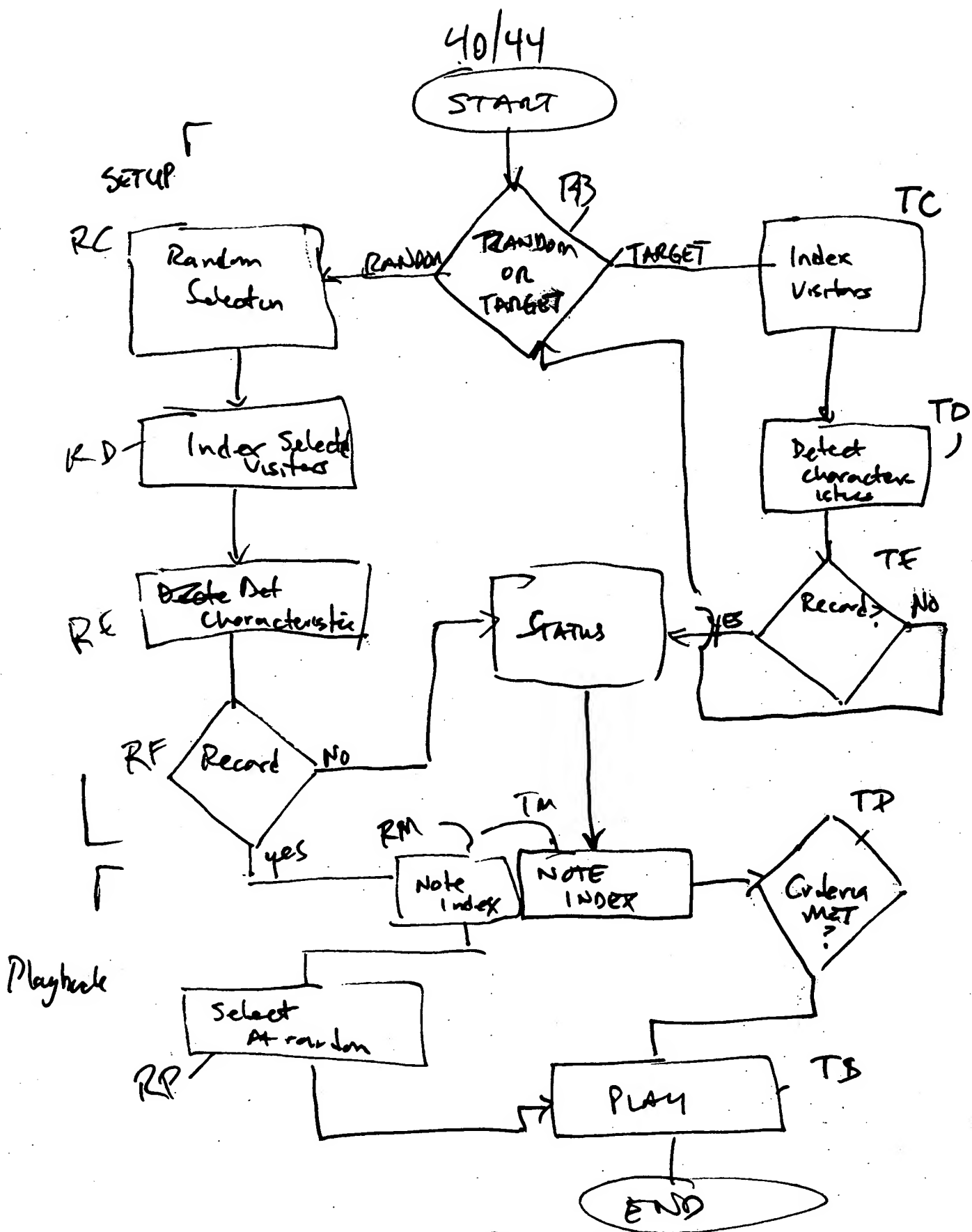


FIG 19

EAVESDROP MODE

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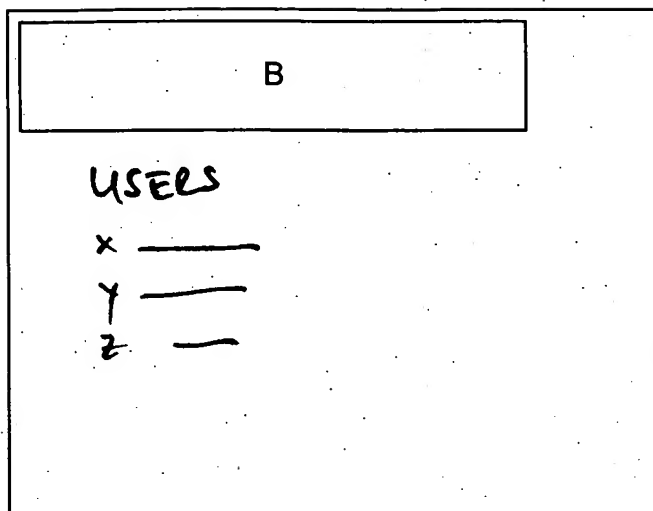


FIG. 20A

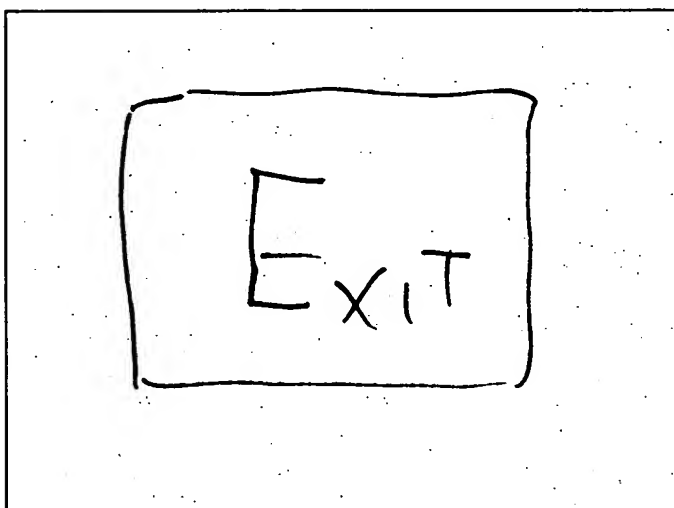


FIG. 20C

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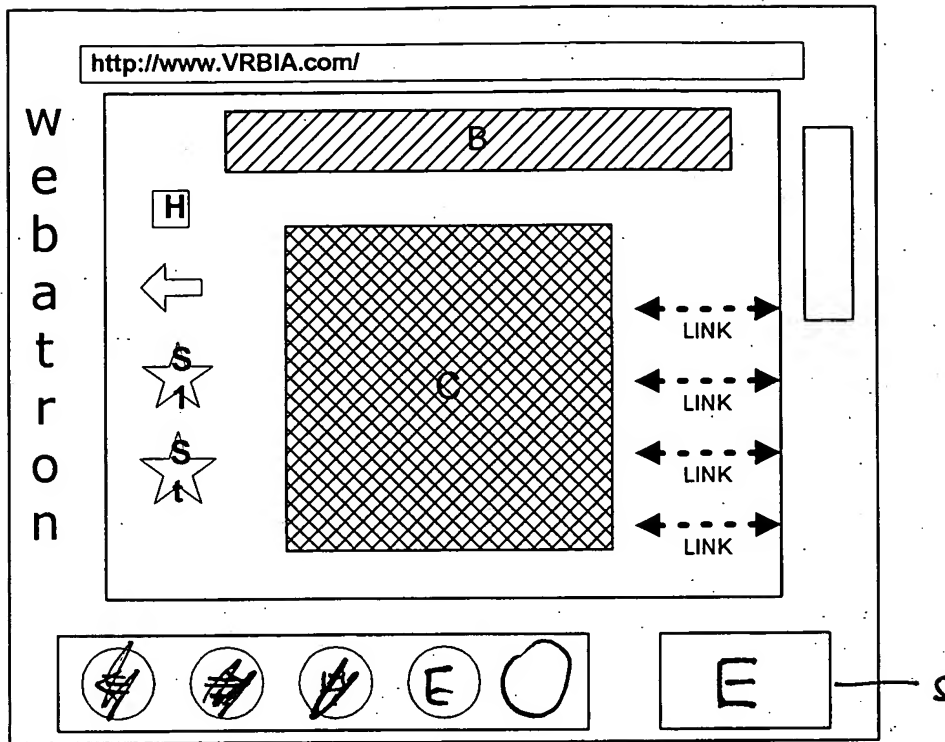


FIG. ~~4A~~ 20B

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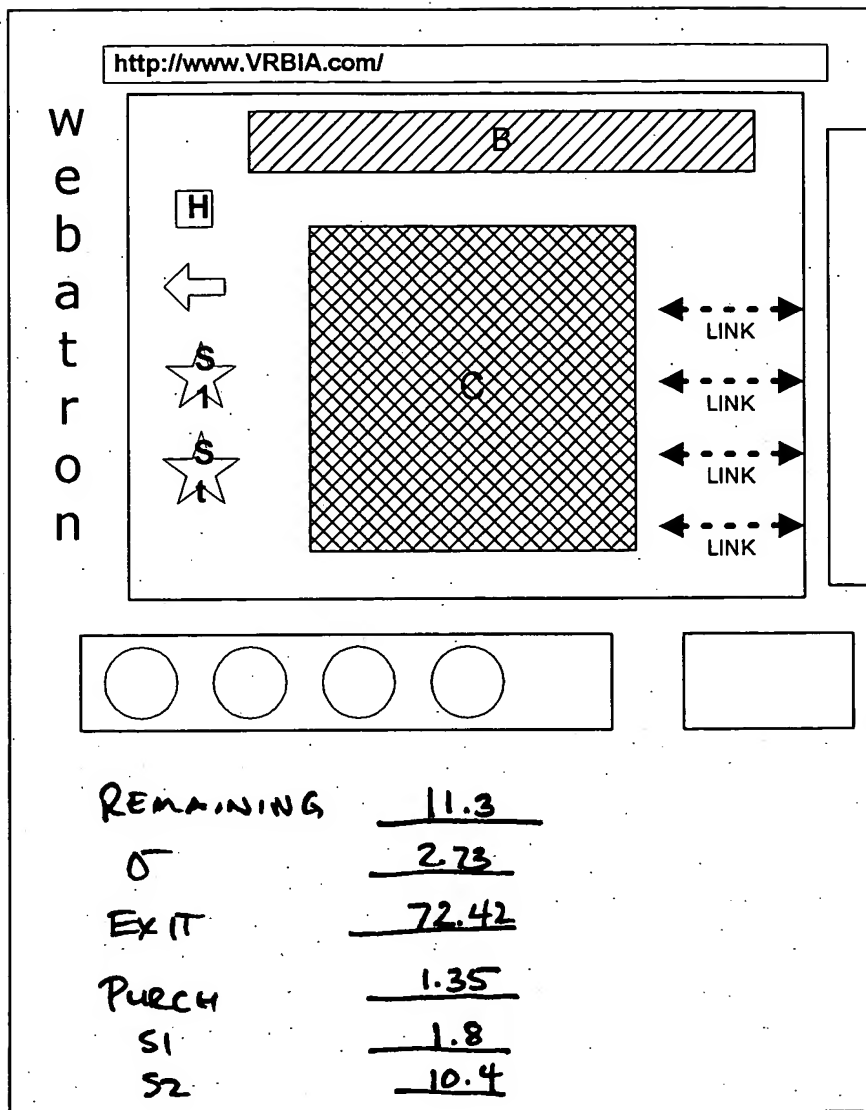


FIG. 21A

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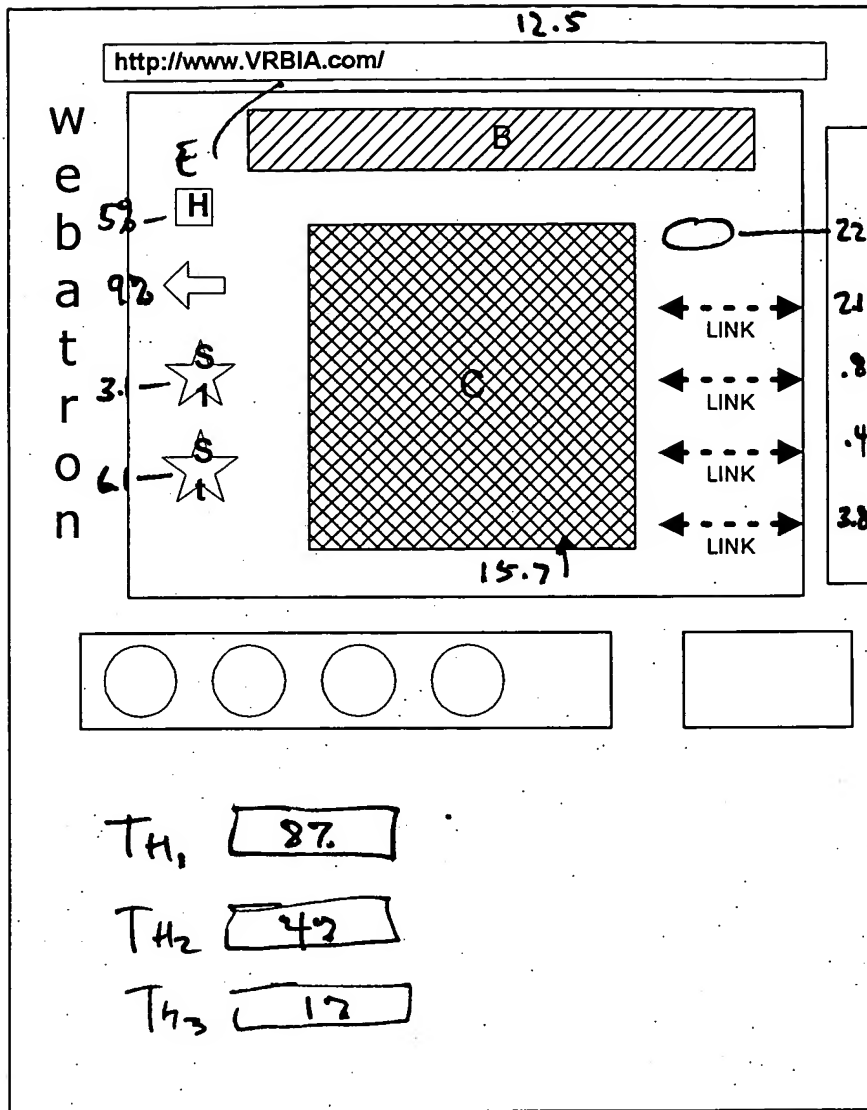


FIG. 21B